

# Vogue

High off the forehead  
High around the neck →

Wide Hats  
Wide shoulders ↓



GARDENS  
SUMMER SPORTS  
JULY 15<sup>th</sup> 1932  
PRICE 35c

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# Ethyl TAMES the wild power of GASOLINE



**A**NIMAL TRAINERS say the black leopard is one beast that cannot be tamed. Engineers used to say the same thing about gasoline before Ethyl fluid was developed.

Ethyl takes the "wildness" out of gasoline—stops the uneven explosions that cause harmful knock, overheating and loss of power. It makes such an improvement in the way gasoline powers any motor that Ethyl has become the biggest selling brand of motor fuel in the country—and car manufacturers now offer high compression engines *requiring* Ethyl Gasoline to develop the greater power for which they are designed.

See the difference Ethyl makes in the photographs of combustion at the left. Put Ethyl Gasoline in your car and you will feel this difference. Ethyl Gasoline Corporation, New York.



LEFT: Through a quartz window in the cylinder head of a modern high compression motor, engineers took high-speed photographs of the actual combustion inside. The picture at the left shows the uneven, wasteful explosion of ordinary gasoline.

RIGHT: Now Ethyl Gasoline is in the same engine. Note the even burning, the greater spread of power. Ethyl controls combustion; delivers power to the piston with a smoothly increasing pressure that brings out the best performance of any motor.



Ethyl fluid contains lead © E. G. C. 1932

## Buy ETHYL GASOLINE

UP GOES THE ETHYL STANDARD! ALL ETHYL PUMPS ARE NOW FILLED WITH A NEW, EVEN HIGHER STANDARD OF QUALITY.



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White . . . bright . . . and right is this new stadium style for spectator-wear. The color-vane girl, from Marshall Field & Company's Paris office, suggests that you make it of white Crepe Beaucaire below the rounded waistline, and a flaming sunset color up above. Lively tones in Crepe Beaucaire are Poppyglow No. 547, Sahara Gold No. 454, Devil Red No. 745 and Chocolate Cream No. 577. And the particular style-note, we vote, is that single big pocket on the right hip. Ladies will watch their pockets this fall. And as times get better, Paris may permit us two instead of one!

"FAIR weather tomorrow," the color-vane observes: "the sun is setting orange for trimming white crepe frocks!"

And sky-colors, you'll see, are the zenith of style for summer sportswear. Crepe Beaucaire is wide-awake-early with dawn pinks and angel blue . . . with misty gray and sunny yellows. Every one of these authentic couture colors is dyed to sample from Marshall Field & Company's Paris office. Beaucaire shades are the clearest, fairest, most flattering tones in the spectrum of style.

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- 3 Solid weave, so that seams will hold in action.
- 4 Just enough vitality to keep the cloth from mussing.
- 5 Every thread is silk, yet it's reasonably priced.
- 6 And it's dyed to Paris-sample in sixty couture colors!

Crepe Beaucaire is usually to be found . . . and well worth looking up . . . at the best shop in your city.

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ONE OF THE SILKS BEAUMONDE FAMILY, FOUNDED BY MARSHALL FIELD & COMPANY, MANUFACTURERS . . . CHICAGO . . . NEW YORK . . . PARIS



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VOGUE  
July 15th, 1932

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Vol. 80, No. 2  
Whole No. 1440





# WHICH SHEET IS WHICH ?



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Put on your thinking cap and see if you can't remember where you put that silver monogram—or perhaps it was a handsome clasp you planned to use again sometime? Anyhow, here's the Shoppers' & Buyers' Guide, with its "Bag" shops listed just over there on the left. If you're looking for anything of the kind you're sure to find it among them, among other temptations.

You can write or call on any of the shops listed here with perfect confidence that results will be satisfactory. Each is smart and each is recommended by Vogue. In fact, you'll find that the shopkeepers advertising on this page are more than that. They are caterers—to the discriminating tastes of Vogue's readers—and we suggest that you try some of them out, whether you live in New York or elsewhere. But if the type of establishment or service you seek is not to be found here, write to The Shoppers' & Buyers' Guide of Vogue, 1928 Graybar Building, Lexington at 43rd, New York. We will be glad to direct you, without obligation, of course, to the kind of concern you have in mind.

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## Through those trying 'teens

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Whatever category your daughter slips into, a few years at a good girls' school will probably do her a lot of good. Her ideas are undoubtedly quite normal—for those trying 'teens—but now they need direction that is not unduly tempered by affection. In a good private school your daughter will be instructed by well-educated women who are as versed in handling the personal problems of girls as they are in teaching academic subjects. Your daughter will benefit by association with companions of her own age, with a diversity of interests that will lift her above her present limits. Here she will learn to live a well-rounded, well-ordered life, for which she will be grateful in college or in business, in some artistic career or in the manifold activities of society and the family circle.

Vogue recommends these girls' schools and suggests that you write to them for their literature. If, after conning catalogues, you still need individual assistance, describe your "case" to: Vogue's School Bureau, 1928 Graybar Building, Lexington Avenue at 43rd St., New York City.

## GIRLS' SCHOOLS

## GIRLS' SCHOOLS

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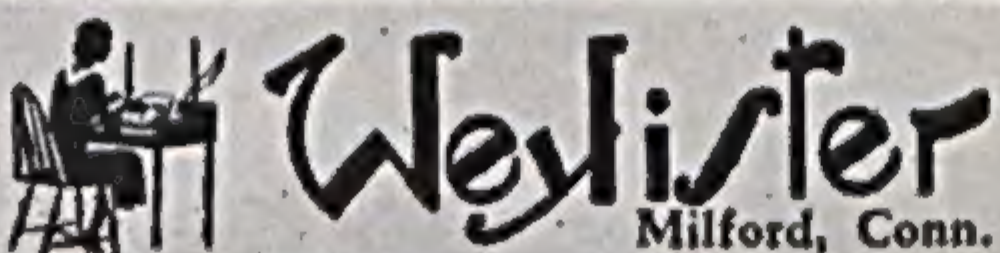
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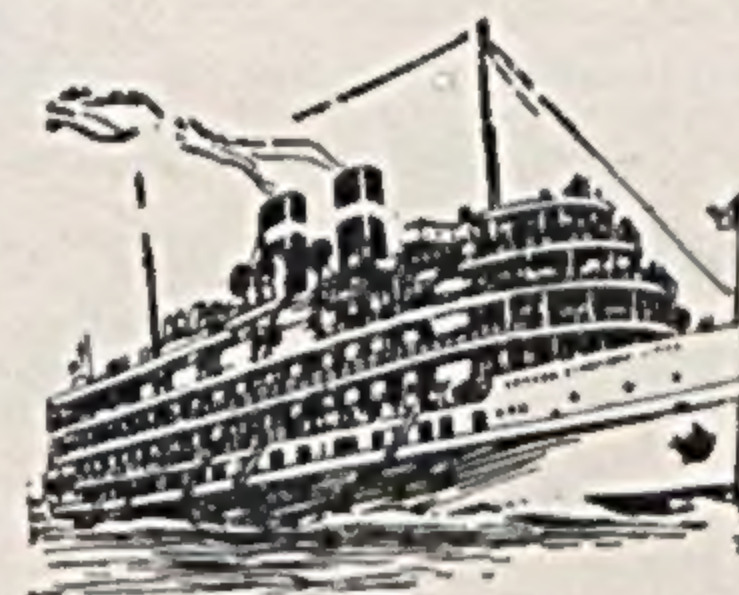
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Our readers, by the law of mutual attraction, draw into our columns the advertising of the finest routes and modes of travel, of the smartest, most luxurious hotels and resorts to be found in this country and abroad. The hotels themselves tell you the main facts you want to know. As you plan your next trip, consult these pages, and write to the hotels listed for rates and reservations. If you mention Vogue you will undoubtedly find it a decided advantage.

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# J A P A N

## TOURIST BUREAU



## SOCIETY

## THE SHOPS OF VOGUE

## BIRTHS

## NEW YORK

**Chisholm**—On May 11, to Mr. and Mrs. Henry L. Chisholm (Rosalind Robinson), of "Rock Ledge," Tuxedo Park, New York, a son, George Edings Chisholm, second.

**Cushman**—On May 3, to Mr. and Mrs. Paul Cushman (Cordella S. Hepburn), of New York City and Syosset, Long Island, a son.

**Fox**—To Mr. and Mrs. Rector K. Fox, junior (Edith Darrach), a daughter.

**Francke**—On May 1, to Mr. and Mrs. Albert Francke, junior (Eleanor Fitz Gerald), a daughter.

**Hollins**—To Mr. and Mrs. Harry B. Hollins, third (Elizabeth Wolcott Elkins), a daughter, Elizabeth Wolcott Elkins Hollins.

**Hynson**—To Mr. and Mrs. William George Hynson, junior (Grace T. Gladwin), a son, William George Hynson, third.

**Kopper**—To Mr. and Mrs. William C. Kopper (Mary F. Dana), a son.

**Laidlaw**—To Mr. and Mrs. David K. Laidlaw (Ruth Welch), of Mount Kisco, New York, a son.

**Trenholm**—To Mr. and Mrs. Julian T. Trenholm (Dorothy Chanler), a son, John Chanler Trenholm.

## PHILADELPHIA

**West**—On May 12, to Mr. and Mrs. Harry F. West (Molly E. Tyler), of Havertown, Pennsylvania, a daughter.

## WASHINGTON

**Herridge**—At Ottawa, Ontario, to Major William D. Herridge and Mrs. Herridge (Mildred M. Bennett), a son.

## DEATHS

## NEW YORK

**Baylies**—On April 29, Edmund Lincoln Baylies, husband of Louisa Van Rensselaer Baylies.

**Cornwell**—On May 11, Colonel William Caryl Cornwell.

**de Forest**—On May 17, Anita Hargous de Forest, wife of George B. de Forest.

**Hoppin**—On May 1, at Hempstead, Long Island, Samuel Howland Hoppin, husband of Marie d'Ablemont Hoppin.

**Laidlaw**—On May 9, at "Hazeldean," Sands Point, Long Island, James Lees Laidlaw, husband of Harriet Davenport Wright Burton Laidlaw.

**McCulloh**—On May 5, Allan McCulloh.

**Parsons**—On May 9, Brigadier-General William Barclay Parsons, husband of Anna De Witt Reed Parsons.

**Schermerhorn**—On May 11, at Southampton, Long Island, Alfred Egmont Schermerhorn, husband of Elizabeth M. Coster Schermerhorn.

## BALTIMORE

**Penniman**—On May 4, at "Hawthorne Hill," Harriet Wilson Dushane Penniman, wife of George Dobbin Penniman.

## CINCINNATI

**Ferguson**—On May 4, Stanley Ferguson, husband of Henriette Virginia Spencer Ferguson.

## CLEVELAND

**Harvey**—On May 24, at "Pebble Hill Plantation," Thomasville, Georgia, Perry Williams Harvey, husband of Kate B. Hanna Harvey.

## PARIS, FRANCE

**Doumer**—On May 6, Paul Doumer, President of the French Republic.

## PHILADELPHIA

**O'Brien**—On May 8, at Grosse Pointe Farms, Michigan, Marian N. Newhall O'Brien, wife of John J. O'Brien.

## ENGAGEMENTS

## NEW YORK

**Fish-Toy**—Miss Barbara Fish, daughter of Mrs. L. Marié Fish, to Mr. Horace Robert Toy, son of Mr. and Mrs. Thomas Dallam Toy.

**Wise-Mills**—Miss Eva Douglas Wise, daughter of Mr. and Mrs. Henry A. Wise, of New York City and Kiptopeke, Virginia, to Mr. Alfred Slade Mills, son of Mr. and Mrs. Edward Kirkpatrick Mills, of Morristown, New Jersey.

## ENGAGEMENTS

## BOSTON

**Hollingsworth-Barton**—Miss Evelyn Livingston Hollingsworth, daughter of Mr. and Mrs. Amor Hollingsworth, of Milton, Massachusetts, to Mr. George Sumner Barton, junior, son of Mr. and Mrs. George Sumner Barton, of Worcester, Massachusetts.

**Pearmain-McClennen**—Miss Mary Alice Pearmain, daughter of Mrs. Harold Bowditch, of Brookline, Massachusetts, to Mr. Joshua McClennen, son of Mr. and Mrs. Francis McClennen, of Cambridge, Massachusetts.

**Thomas-Oppersdorff**—Miss Katherine Lyman Thomas, daughter of the late Mr. and Mrs. Douglas H. Thomas, junior, of Baltimore, Maryland, to Count Mathias Oppersdorff, son of Count Jean Georges Oppersdorff and Countess Oppersdorff, of Oberglogau, Upper Silesia.

## BRUSSELS, BELGIUM

**Kay - de Béthune-Hesdigneul**—Miss Elise Kay, daughter of Lieutenant-Colonel D'Arcy Kay, S. S. O., and Mrs. Kay, of rue du Lac, Brussels, Belgium, to Count Robert de Béthune-Hesdigneul, son of Count de Béthune-Hesdigneul.

## CHICAGO

**Noonan-Ghiselin**—Miss Ottilie Frances Noonan, daughter of Mrs. Francis Joseph Noonan, of Chicago, Illinois, to Dr. Alexander Dickinson Ghiselin, junior, son of Dr. Alexander D. Ghiselin and Mrs. Ghiselin, of Riverdale, New York.

## SAN FRANCISCO

**McCarthy-Sutro**—Miss Mary Louise McCarthy, daughter of the late Andrew McCarthy and Mrs. McCarthy, of San Mateo, California, to Mr. Oscar Sutro, junior, son of Mr. and Mrs. Oscar Sutro, of Piedmont, California.

## WASHINGTON

**Kennedy-Miller**—Miss Elizabeth Morris Kennedy, daughter of Rear-Admiral Robert Morris Kennedy and Mrs. Kennedy, to Mr. Richard White Miller.

## WEDDINGS

## NEW YORK

**Hahn-Morgan**—On June 3, Mr. Walter F. Hahn, son of Mr. and Mrs. Edwin C. Hahn, and Miss Sally E. Morgan, granddaughter of Mrs. John Morgan.

**St. John-Dickerman**—In July, at "Dune Dee," Easthampton, Long Island, Mr. Orson Luer St. John, son of Mr. and Mrs. Gamaliel St. John, of Greenwich, Connecticut, and Miss Joy L. C. Dickerman, daughter of Mr. and Mrs. William Carter Dickerman, of New York and Easthampton.

**Willemsen-Mitchell**—On May 20, at Summit, New Jersey, Mr. Paul Rendtorff Willemsen, of New York and Denmark, son of the late Christian Willemsen and Mrs. Willemsen, of Aarhus, Denmark, and Miss Constance Whitlock Mitchell, daughter of Colonel P. V. G. Mitchell and Mrs. Mitchell, of Rowanoaks, Summit.

## BOSTON

**Bryant-Jonckheere**—On May 14, in the Church of Our Saviour, Longwood, Mr. Roland Bryant, of Brookline, Massachusetts, son of Mr. and Mrs. George Clarke Bryant, of Ansonia, Connecticut, and Miss Madeleine Jonckheere.

**Lockwood-Sedgwick**—On May 14, at "Long Hill," Beverly, Massachusetts, Mr. John Edwards Lockwood, son of Mr. and Mrs. William A. Lockwood, of New York and Easthampton, Long Island, and Miss Henrietta Ellery Sedgwick, daughter of Mr. and Mrs. Ellery Sedgwick, of Boston, Massachusetts.

## PHILADELPHIA

**Ringe-Brick**—On May 6, in All Saints' Church, Chelsea, New Jersey, Mr. John Henry Ringe, third, son of Mr. John Henry Ringe, junior, of Germantown, Pennsylvania, and Miss Clementine Brooke Cllngan Brick, daughter of Mrs. Joseph Coles Brick, of Ventnor, New Jersey.

## WASHINGTON

**Jewett-Constable**—On April 23, in Saint David's Church, Roland Park, Baltimore, Maryland, Mr. Richard William Dickinson Jewett, son of the late Richard Dickinson Jewett and Mrs. Richard Dickinson Jewett, and Mrs. Jewett, of Nyack, New York, and Washington, D. C. and Miss Alice Groome Constable, daughter of Mr. and Mrs. William Pepper Constable, of Baltimore.

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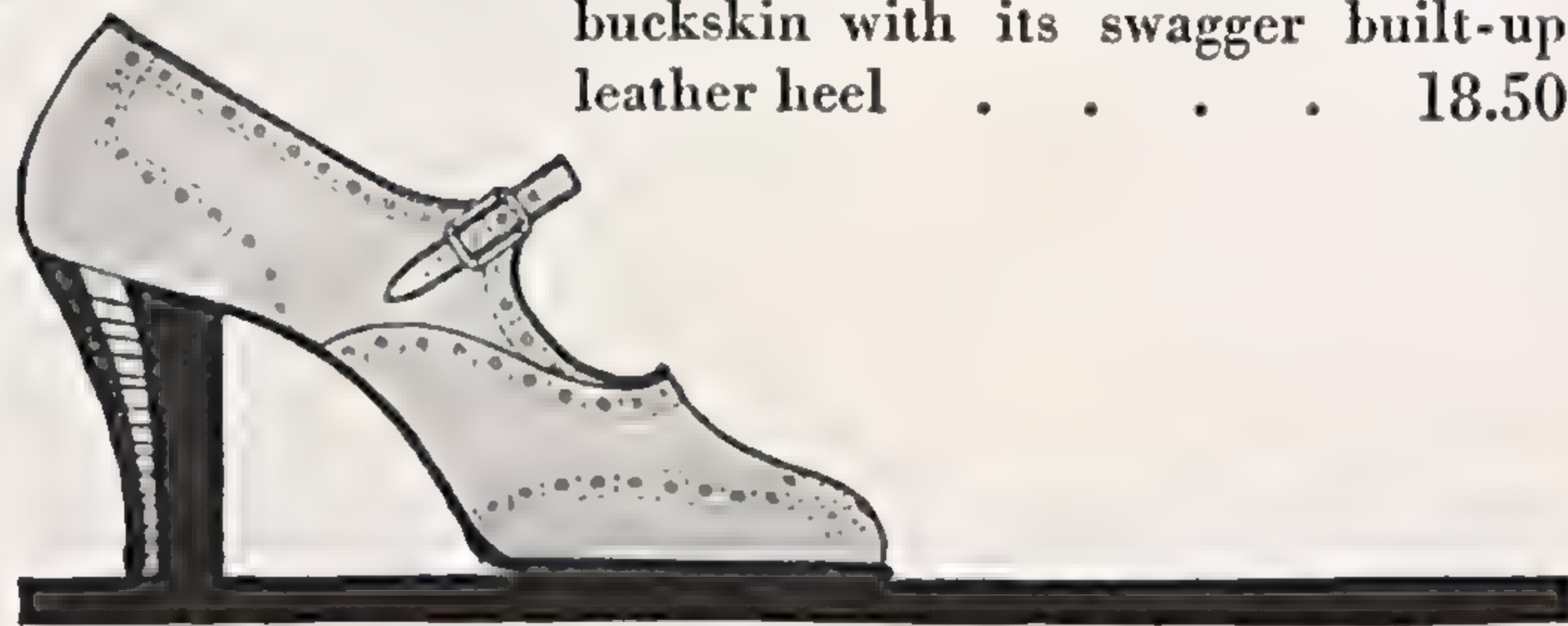
... Now we're back to Saks · Fifth Avenue again for shoes



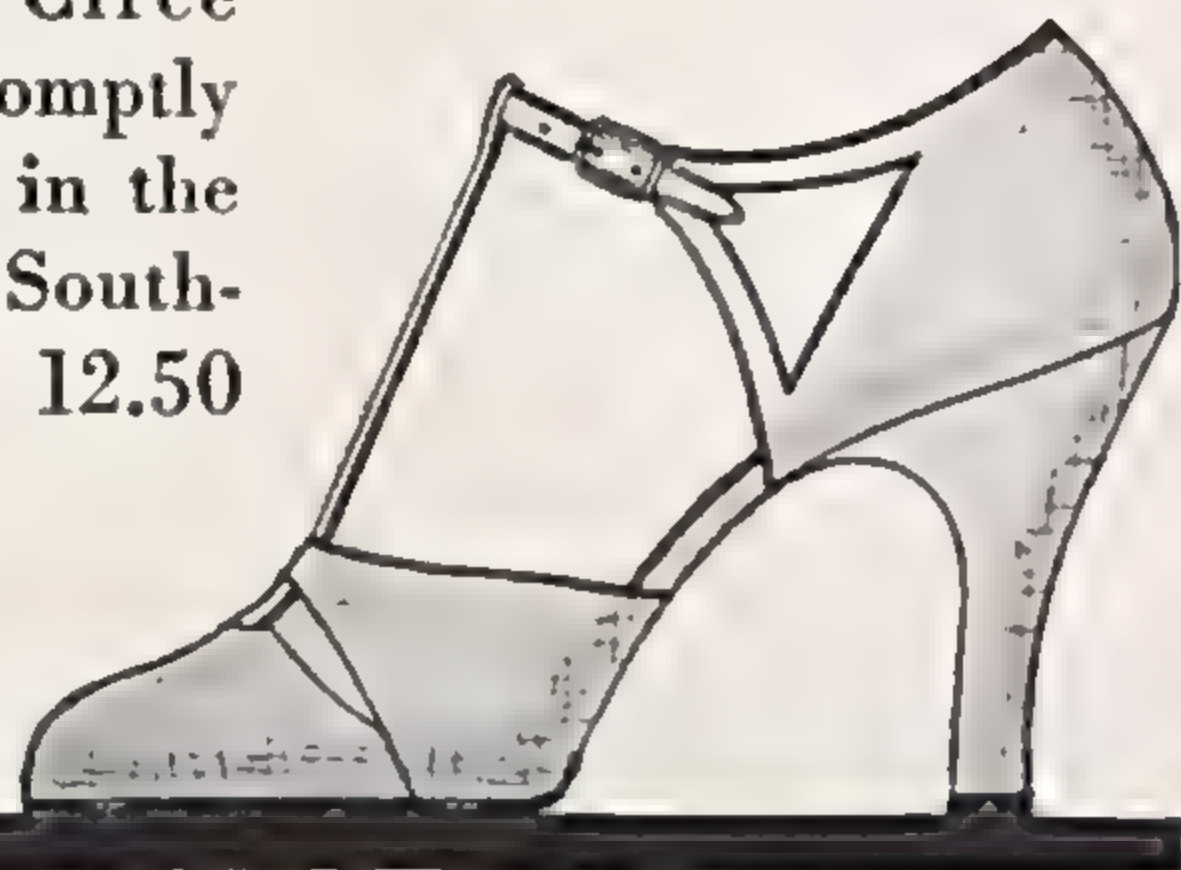
"EVER tried an evening's dancing at the Casino ... with a blister on your heel? Ever tried to be charming—though chafed? Ever watch a man's eyebrows raise that significant sixteenth of an inch at the sight of a slatternly, gaping heel? Ever discover that the cleverest cheap copy of a good shoe (no matter how identical it looks in the store) wears and looks well about a third as long as the finely-made original?

Have you? We Moderns have. In striving for economy—we lost it. Now we've found it again ... where we left it ... in the Fourth Floor Salon of Saks · Fifth Avenue."

You'll hear this on all sides—your daytime shoes *must* be *white*. Operas, ghillies, walking shoes, sandals—wear what you will ... but wear *white*. Many a wise We Modern will do her walking in this smart one-strap white buckskin with its swagger built-up leather heel . . . . 18.50



But for all her sportsmanship—she often goes completely feminine in an eyeletted organdy afternoon frock. So the Circe Sandal in all white linen promptly joined her sports shoes in the Park Avenue migration to Southampton . . . . 12.50



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V O G U E

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JULY 15, 1932

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THERE ARE THREE VOGUES  
AMERICAN, FRENCH, AND BRITISH  
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Carmel Snow—Editor of American Vogue  
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Alison Settle—Editor of British Vogue





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# Vogue's

Eye view of the mode



"DEAR VOGUE," reads a recent letter. "In your last issue, you used the word 'chic' nearly a hundred times. I have been a faithful admirer of your magazine for years, and I feel I must protest." The writer is right. We admit it. We have worn out Chic. We are sick to death of the word ourselves. But what to substitute? "Stylish?" Too old. "Amusing?" More repulsive yet. Won't some one invent a new word and help us out of our predicament?

THE man at the left turns out to be Eric, whose technically brilliant, glamour-laden drawings you have seen for years in Vogue. When not putting chic on paper, Mr. Erickson is apt to be at bull-fights in Spain or travelling very fast by motor with his wife, Lee Creelman Erickson, whose drawings appear in Vogue signed "L. C. E." He has an apartment in Paris, one in New York, another at Chantilly. His poodle, of a rich cinnamon shade, never leaves him. The only trace of his Swedish origin visible to the naked eye is a taste for dill pickles and *Mattjes* herrings. He is now perched in his New York eyrie, and this issue contains his first 1932 American drawings.



JUST to forestall the letters which your pens are quivering to write apropos of the picture on page 30, which shows a young man dressed for the evening in a short, white pea-jacket, we would like to state definitely that he is *not* a tango dancer and that perfectly two-fisted young Americans *do* dress that way. We see these Britannic mess jackets in the most conventional stag-lines on Long Island. What we say is that Argentiphobia, or fear of the Argentine, has gone far enough; it is time that the men of the country made themselves comfortable in summer and stopped worrying about looking like gigolos.

THIS is the hot-dog wagon that inspired the clever modern designer, Paul Frankl, to introduce glorified hot-dog wagons to the polite world (see page 26). He went, searching, to one of the bona-fide hot-dog wagon stables. The proprietor thought Mr. Frankl was going into the business seriously and discouraged him from one model. "Him no good," he said, "you poosh him thees way—he go that way." Finally, Mr. Frankl got the perfect one. He is modest about his idea. Like all genuises, he can't see why on earth somebody didn't think of it before.







CECIL BEATON

### **Lady Diana Cooper**

Otherwise Lady Diana Manners, British beauty, great lady, daughter of a hundred earls, is here shown in the rôle in which the world knows her best, that of the Madonna in Reinhardt's new "Miracle." At this moment, London is once more beholding her still beauty in that production, revived, holding audiences spellbound



# The LONDON SEASON

By Cecil Beaton

LONDON is enjoying the reputation for being the gayest of all places at the moment. Reports have spread through the forlorn world that New York is comparatively quiet; Paris, of course, dead; things at a standstill in Peru; not a mouse stirring in Fez. But what has happened to London? Are they dancing there on the edge of a volcano? How have they forgotten the depression? For the gaiety is hilarious, and you have only to go to any nightclub to witness the prevailing spirit, to find in a dense atmosphere unimaginable jostling and noise, to discover how they can "take" it, how they put a good face on the whole situation, as happy on sausage mash and beer as ever on plover's eggs and imperial Tokay.

London has pepped up astonishingly: foreigners take off their hats in surprise and admiration. The English bands now play all the American tunes within a week of their first hearing in New York, and their own native-born favourites, as well. A young man, with great success, nasally bawls his own composition, "You're Blasé" (which, incidentally, is the tune that will take the place of "Time on My Hands" in New York next winter).

The young ladies have, it appears, suddenly become acquainted with the beauty parlours. They are heavily made-up and flaunt eyelashes an inch long, and most of the hair is worn in a "wind-swept bob" (which means that it is plastered to their skulls and trained round their faces in wisps that look like monkey fur). They like long earrings. Their eyes sparkle, for they are alive and, oh, so busy! There has never been so much busyness, so much news: so many sudden engagements—engagements broken off, marriages, sudden divorces, and remarriages.

As in the days before the War, or before the great economic depression, the crimson velvet curtains have unfolded slowly, the gold tasselled cords looped back upon the London Season in all its glory of uniforms, state carriages, ballgowns, tiaras, Prince of Wales's feathers, bouquets, gilt chairs, champagne cup, and trumpets.

Every box at the opera is filled. At Covent Garden, there are the same old ladies that we have noticed since childhood, in their black jet and rose-point lace, eating sandwiches in the intervals; but there are also to be seen, hurrying down the slightly musty dark crimson corridors, ladies wear-



MISS NATICA NAST AS SHE WAS PRESENTED AT COURT

ing large, glittering diamonds on cotton evening dresses. For music has suddenly become fashionable. Music is "the thing"—music is "smart"—music is "marvellous"!

Lady Cunard sings the whole of "The Ring" through at the back of her box. Lady Lavery sways her head from side to side, and there are swarms of "bright young people" present "in ecstasies." They would be disgusted if, in surprise, one naïvely asked the reason for their presence.

"But of course, I am here, where would you expect me to be?" Miss Penelope Dudley-Ward, the most exquisite débutante of the year, and Lady Caroline Paget are genuinely musical and know what they are listening to, but it is enchanting to find little Lady Mary Erskine following the Tristan score in a box with the conductor, Mr. Malcolm Sargent, to hear Lady Patricia Moore taking her singing lessons seriously, and to discover that so many young people that you would expect to be embarking on a treasure hunt, or some such frivolous escapade, devote their time to the organization of musical parties. They are highly delighted with themselves, these youngsters, believing that they are embarking upon something new and eventful and crediting themselves with the discovery of some quite well-known Ravel Quartette.

Lady Wimborne, more than any one, has become infected with the music germ and wafts herself amazedly, dazedly, excitedly, in this brave new world of music. Wimborne House is continuously open for chamber-music. Every one talks music; there has been a rush of Bach and Beethoven to the head.

"Leider is too wonderful. Christopher was reduced to tears," remarks some one, and the comments flow on.





A HALO HANGS OVER BUCKINGHAM PALACE

"Garrett can't say enough for the Stravinsky violin concerto."

"Donaldson says that Prokofieff is the greatest living genius."

"Thomas Beecham says that Lotte Lehmann sings sharp."

"Wagner's a ham."

Lady Honor Guinness rushes in to a cocktail party already dressed for the Opera, wringing her hands at the way the second movement of the Mozart symphony was mutilated the night before. Some other sub-deb says that Schumann can't sing a phrase without drawing breath. (No smart debutante will allow a singer to breathe.)

The Queen's Hall, which used to be only half filled with music-lovers, old grey men with rain-coats and governesses with galoshes, now is packed with an audience more fashionable than at any first night. Dotted throughout the house, you will see the isolated figures of well-known people who have come alone to enjoy the delicious and sacred anguish of listening to Herr Richard Strauss. There are fervid conversations about programs and the expense list for further private performances. Music is certainly the most expensive joy, and it is paradoxical that this should be the favourite entertainment during the present crisis. "Can we economize on the strings or the oboe? Or the wood-winds?" But Mrs. McLaren clasps her hands and enunciates, "But my soul cries out for wind."

The sun shines down on the grass in the park, on the lily ponds, and on the Serpentine, where children are

feeding the ducks with pieces of bread and butter; on the geraniums and cinerarias packed tightly into the rows of window-boxes. Taxis hoot along the street, and errand boys deliver packages of meat and fish. The flower man at the corner offers a mountain of lilies for sale; but, hermetically sealed inside Lady Cunard's drawing-room are three hundred ladies determinedly listening to music, for they are present at one of the extremely fashionable Æolus concerts. It is interesting to watch these ladies' reactions, for the thoughts of so many of them stray from the performance. While they sit, their new wardrobes are planned and new tactics devised with regard to the cook.

Lady Dashwood buries her head in her hands. Mrs. Aspinall-Oglander preens to her fullest height, then sways from side to side with lightly shut eyes. Lady Oxford jerks forward like a bird, suddenly drawing herself back with indrawn chin. But Mrs. Coke, in a garden hat, has got the imp in her and, in spite of waist measurement, is like a little leprechawn, quite beside herself, reacting to the gaiety of Mozart. Others lean gently forward with their eyes turned in a different direction from their heads. Many are as though in prayer. Mr. Sidney Beer beats time with his head, like a clockwork toy, and many seem to be in a frenzy that the orchestra will not make the point they know is coming. They clutch at space and strike their knees with satisfaction when the point has been reached. They might even shout, "Got it!"

At present, this music revival may seem slightly futile, but the fact that so many (Continued on page 70)



THEIR MAJESTIES ARRIVE IN TRIUMPHANT STATE AT THE ASCOT RACES





MRS. MAURICE FLYNN, FORMERLY MISS NORA LANGHORNE, AND HER DAUGHTER, MRS. REGINALD GRENFELL

CECIL BEATON



LADY FURNESS AND HER BLACK PEARLS



MRS. LEO D'ERLANGER AT THE OPERA



THE PAGEANT OF OLDE ENGLAND IS CURIOUSLY INTERNATIONAL



MISS OLGA LYNN, IMPRESARIO ENTHRONED





ISOBEL, LONDON

### The British technique

You don't come home from London, nowadays, without having been to the great English dressmakers, where blooms a chic slightly fantastic and very British. For instance, this pink net, crystal-embroidered, from Isobel of Regent Street. With it, Miss Baba Beaton puts a wreath in her hair, as many English beauties are doing





CECIL BEATON

VICTOR STIEBEL • WORTH, LONDON

A young Cambridge undergraduate, Victor Stiebel of Bruton Street, is one of the most talked-about newcomers in the ranks of British couturiers. His ideas are fresh and young, and already he is having quite a success. This vivid black-and-white striped crêpe dress, which is worn by Lady Sibell Lygon, is one of his compositions

You'd think the black flowers on this gossamer white organdie dress were etched with an engraving needle—so delicate is their outlining. Worth, of Hanover Square, made it, and added white flowers with black velvet leaves on the shoulders to repeat the motif. It is worn by Lady Dunn, wife of Sir James Dunn, of Canada



# THEIR PET ECONOMIES

by Emily Kimbrough



AT one of the big golf clubs just outside of New York, every Saturday, the men gather with amusement to watch the most prominent old gentleman in town drive off. Every Saturday, the procedure is exactly the same. He scavenges about on the ground until he discovers an old tee. Then he tees up his ball with great satisfaction and drives off. Despite his millions and the Rolls-Royce waiting for him in the driveway, it is congenitally, absolutely, and entirely impossible for him to buy his own tees.

And the curious thing about it is that there is not one who laughs at him from the club porch who is not a victim to a similar phobia. If you can find any one in the world without some secret reluctance of expenditure and an equally lavish extravagance, that person is either not telling the truth or he should go to a psychiatrist. Something is wrong.

Broach the subject some time at a dinner-party, and be prepared for the most astounding revelations.

I am the one who hates to buy stamps. I will buy ink lavishly, and letter-paper with everything short of a coronet on it, but to buy more than two or three stamps at a time makes me physically ill.

"How do you feel about buying stamps?" I whispered to the man on my right, one night at dinner.

"How do I feel?"

My heart sank. "I mean, do you hate to buy lots of stamps at once?" Even my voice was dying.

"Why, no," he replied, "I get them in twenty-dollar lots and keep them in a

little machine. But that's queer—talking about stamps. I can't use a special delivery. I don't know why. They cost only ten cents, but I'll call any distance on the telephone rather than use one. Maybe I'm a little crazy that way."

"Oh, no, you're not," I reassured him heartily. Life was good. "Just see if every one here hasn't some secret economy and some pet extravagance that he has never dared to confess." And the game was on.

"I'd love to talk about mine," the woman next him said. "I've been mortified about it for years. I can't bear to use a clean face-towel. I'd rather wave my hands around in the air. There's something about a crisp, shiny little towel I can't bear to intrude upon. Isn't it awful? And my extravagance is just as shameful. I send every single piece of lingerie I have to the cleaner. My cleaner's bills are nightmares, but I can't help it."

The man next her wouldn't buy string. "Buy a ball of string? Not me! Everybody in the house has to untie every package that comes in and roll up the string. We mail some pretty funny looking Christmas bundles, but every inch around them comes from our own house. Produce of the place!"

A man at the other end of the table was chuckling. "I have taxi trouble. I nearly jump through the window every time the metre clicks, and I can't take my eyes off the thing. I lay bets on it; maybe we can push through the next light before it turns. And my back is almost broken trying to push the car ahead. When I go to Europe, I have to hire a car and a chauffeur to avoid the strain."

"I'll tell you what annoys me," another woman offered. "At heart, I am really hospitable. I don't mind how much liquor is used at one of our parties, but let me see one bottle of ginger ale or White Rock opened and not used and my evening is ruined. My husband has a habit of opening a lot of bottles at once, and I could kill him for it."

"I can't spend money on fancy restaurants," the girl across the table contributed. "It seems like a sinful waste to me. If I'm giving a party, I'll spend carte blanche—but I'll sit on a stool at a

counter and eat triple-decker-Swiss-peanut-butter-on-ryes by the hundred rather than lunch alone at a decent restaurant. It runs in the family, I can remember arriving at terribly swell hotels in Europe, when I was a child, and hearing my mother say, 'Now girls, we'll have a nice high tea in our rooms and go right to bed.' We were all simply starving, but we always did it, and I can't give up the habit to this day."

Some one said she hated to throw away soap. She has a habit of putting the last little bits together, and it actually hurts her to start a fresh cake, although she has a tremendous house with fifteen bathrooms and buys fabulously expensive bath salts for each one.

Some one else had travelled with a man who took the best suite on one of the largest liners and then refused to put his shoes outside the door at night, to avoid tipping the boots. Another saved old envelopes and the back flaps of invitations and had them neatly stacked, even on his yacht, for scrap paper to save buying five-cent pads.

By this time, the conversation had gotten entirely out of hand. As well try to stem Niagara as to divert it. Secret shames were bared and flung about the table. Pent-up economies and extravagances nurtured in secrecy and embarrassment were flaunted.

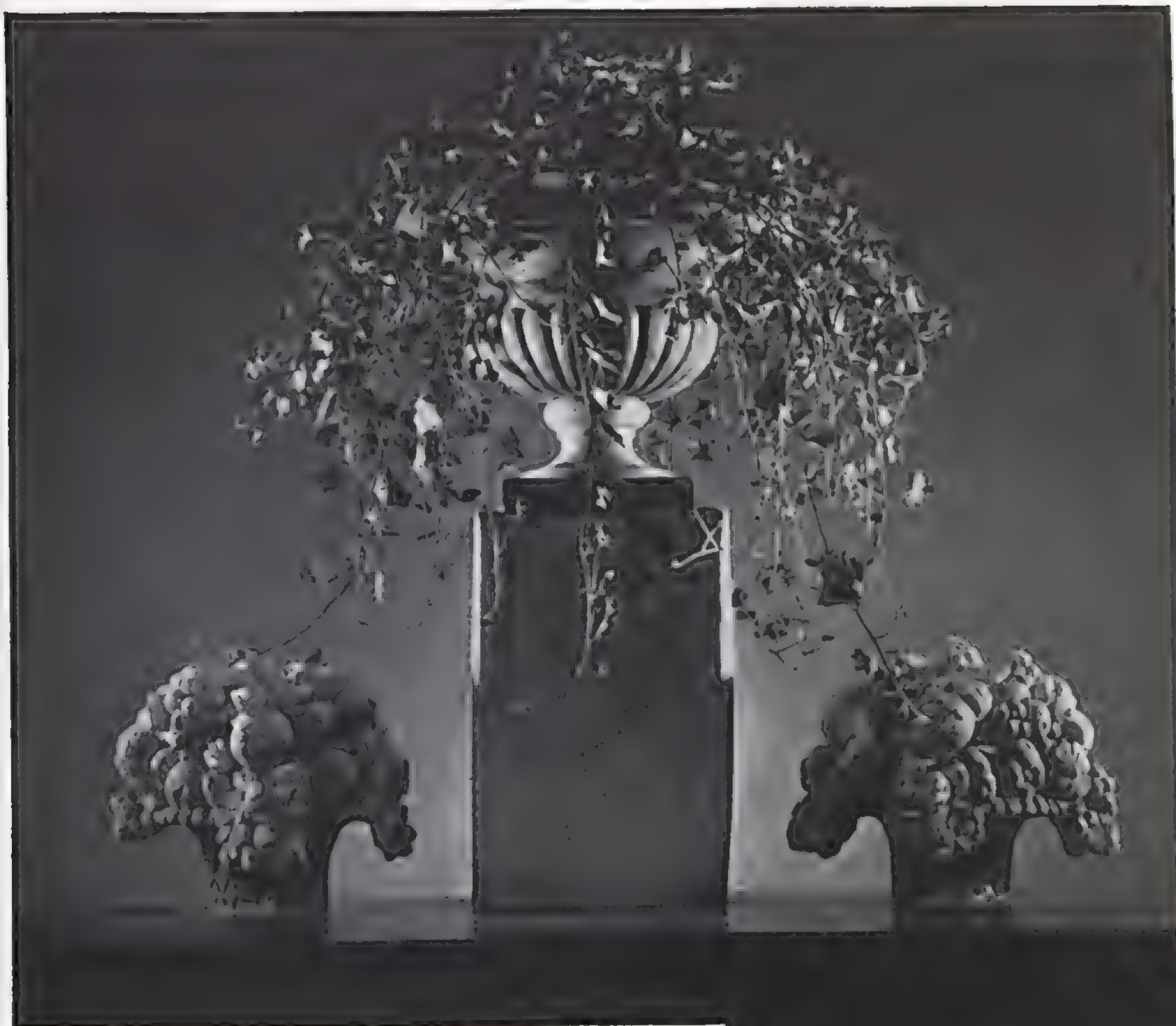
"I won't buy more than two pairs of silk stockings at a time. I simply can't do it."

"I won't buy orange-juice for breakfast in a hotel. I buy oranges and a squeezer and smuggle them in. It tastes dreadfully warm and full of seeds, but the hotel charges forty cents, and I won't pay it."

"I never order marmalade at the Ritz in Paris. I buy my little jar of marmalade on the rue Cambon for two francs fifty and keep it in my closet, and, what is more, I take back the empty jar for a refund."

And so on into the night. The dinner, as a whole, was a violent success, barring a few murderous feuds begun, but it was a relief to talk something other than depression. Of course, the real secret of the success of the game is the sublime satisfaction of talking about yourself.





One or two fine old pieces will do more to ornament a garden than any number of amusing trifles. These Portland stone baskets filled with flowers and fruit were made by an Italian carver to adorn the walls of an estate in Kent, in Georgian days. The ivy-filled urn of fluted granite formerly graced a terrace wall at Saint-Cloud. It is one of a pair. There's nothing like weather-beaten stone in a garden; Averell House

Along a garden walk, what could be more romantic than this rare pair of eighteenth-century figures (right) designed by John Sheer in the spirit of Watteau? There are some like them at Hampton Court. With one exception, the eighteenth-century tree benches shown below are the only ones in this country, and the steel can be polished to shine like a sword in the sun. Madeleine Fabre's wood or bronze dogs give a fillip in the modern manner to a garden. All are from Averell House



THE 3



# THE RIGHT TOUCH





MATTIE EDWARDS HEWITT

## THE SYLVAN GARDENS

**of the Chalmers Woods**

- Serene and restful, uncluttered by decorative doo-dads, and planted with magnificent masses of laurel and dog-wood transferred from the surrounding country—the grounds of Mr. and Mrs. Chalmers Wood's place at Syosset, Long Island, carry out the great simplicity of the house—a long, low, one-storey white villa. Above is the intimate little flower-garden outside the living-room windows—a gay potpourri of old-fashioned flowers
- Two comfortable chaises longues on wheels are placed under the terrace walls—as you see at the left—, and there you can sit and have tea and look down a lovely, sweeping vista. Mr. Innocenti, who at that time was associated with Mr. Ferruccio Vitali, planned this charming landscape design





• Swans and horses and sphinxes are the pet hobbies of Mrs. Wood, and guests are aware of it as soon as they enter the grounds. A great gilded swan weather-vane sails on top of the house, and two live ones—Anthony and Cleopatra—preside over the lake.

Masses of dogwood fling their blossoms on all sides—planted with unstudied effect as though they had grown there of their own accord. For it is one of the owner's theories that the natural flora of Long Island is the proper flora for a Long Island garden.

• Below is the green garden—a blissfully cool terrace made up entirely of grass and formal beds of ivy—some-what like a French garden. Hedges of spruce and cedar and hemlock form a backdrop for this cool spot.

Since the place is occupied all the year round, emphasis has been placed on masses of evergreen so that winter finds the grounds as attractive as summer. From one side of this garden, you go up a flight of steps to the swimming pool—which seems like some undiscovered pool far off in the woods.







STEICHEN

MODELS FROM BERGDORF GOODMAN

### The rise of the hot-dog wagon

Here is the latest thing for serving drinks on your beach or terrace—a glorified edition of the hot-dog wagon; Frankl Galleries. At the left, white shantung dress and jacket; buckskin shoes; Bergdorf Goodman. At right, natural linen pyjamas; Bergdorf Goodman. Fortnum and Mason shoes



# SEVEN EMERGENCIES

## in the life of a hostess

**EMERGENCY No. I.:** It is after six o'clock, and you expect to be alone until dinner. Just as you go up-stairs to bathe, the maid announces the arrival of two car-fuls of friends—eight in all—who have stopped in to wish you merry en route to a dinner-party in the next town. Clearly, the occasion indicates drinks (no problem in themselves)—but, what have you got to go with them, to mark you as a lady of discrimination, even in such an emergency as this?

**SOLUTION:** Crupoo chips—those amazing chips of powdered shrimp that take your maid just two minutes by the kitchen clock to fry into huge light puffs. Serve them hot with a dash of chutney on each. Garlic Olives. Heinz sweet pickled onions—especially if the cocktails are Martinis. Baader pretzels, the snooty little pretzels imported from Germany with crystals of salt on them.

A tin of small unsweetened biscuits (Martini wafers, Educators et al.) on which you can spread pastes, such as mousse of lobster. A superb paste of salmon and shrimp. Philadelphia cream cheese into which you stir a little chutney, if you haven't used that on the Crupoos, or bloater paste, if you have. Pâté de foies gras, or purée, which can be mistaken for pâté, and costs only a fraction as much. Whole anchovies, curled around capers. Instead of taking time to do the spreading in the kitchen, dump the pastes into the sections of your best hors-d'œuvres dish, scatter butter-knives around liberally, and have the guests spread their own. The only drawback is that they will probably never go on to dinner.

**EMERGENCY No. II.:** You are the possessor of two sub-deb daughters and a swimming pool, all three of whom are very popular. The rule is that friends can be brought to the pool at any time and be assured of informal food afterwards. On the day on which you are having a lunch party, the girls are going to the tennis tournament and planning to stay on for lunch at the club. A little before noon, however, they reappear with many cohorts, heading for the pool. Obviously, if you are to retain your record as the most popular mother in the surrounding country, they must be fed. What do you do, besides utter a prayer for forgiveness from the kitchen?

**SOLUTION:** You have Mr. Frankl's hot-dog wagon (illustrated on the opposite page) wheeled out, to send down to the pool for an outdoor luncheon, and you direct its stocking yourself. Ice in the ice-compartment, protected by brown paper (not newspaper, which is reprinted unappetizingly on the ice), countless bottles of ginger ale, lime dry. Welch's grape-juice, and coca-cola. Hot dogs—frankfurters that need only be heated in their tins, ac-



companied by both mustard and Chili sauce, a nice point of distinction with hot-dog lovers. If there are no rolls, send to the village for them, if possible; otherwise, bread must do. Two whole cold chickens, emerging complete from their cans. Dill pickles and stuffed olives. And, if you can't send a whole cake from the kitchen, add a big box of cookies, like the Sunshine Biscuits, with thick sugar fillings, and all the fresh fruit there is in the house.

**EMERGENCY No. III.:** You are a recent bride, and, come four o'clock of a summer afternoon, the local dowager of the town to which you have just moved (and from which you have captured the most eligible male) arrives to look you over, accompanied by two smart and critical friends. What to do?

**SOLUTION:** Give them tea, with your wedding silver and china and the new organdie tea-linens. Have paper-thin bread-and-butter, the first thing (thank God) you taught the new domestic to prepare; a pot of wild strawberry jam; and, if the fates are kind, some of the home-made almond cookies that are always supposed to be reposing in the cake box, since they keep fresh practically forever. As a final gesture, provide a "hot dish" in the form of Romary wheaten biscuits, served in your Sheffield covered dish. These come put up in tins and have been buttered, toasted, and then sprinkled with grated Parmesan cheese.

Failing the Romarys, your cook, who is growing dearer to your heart by the moment, appears in an incredibly short time with hot tea-biscuits flavoured faintly with orange. Upon investigation, these prove to be made with a prepared dough (Bisquick), and a lump of sugar soaked in orange-juice, put in the top of each biscuit before baking. And all this is achieved successfully because you have trained your maid in advance, knowing that when such an emergency arrives, you will have time for no directions beyond "Tea, Mary." (Continued on page 68)





MODELS FROM SAKS-FIFTH AVENUE

### Watching the teeing-off at Piping Rock

You could eat lunch at Piping Rock in this costume and then start off, without changing, and play your eighteen holes. It's strict and practical and perfect for either. Included are: collarless white zephyr sweater-coat, white linen skirt, navy-and-white polka-dotted scarf, navy-blue belt. Rose Descat Panama

Much more dressed-up is this outfit, and you'd have to change if you meant to play. This is one of those new button-down-the-back pinafores that are a coup of the summer. It is of lace-like white thread material; from the Salon Moderne, Saks-Fifth Avenue. The little gob hat is the toast of the Riviera





JAY-THORPE • BEST

### Two kinds of dress at a smart country club

The thing that makes this costume exciting is the brown-and-red striped linen jacket—nothing but a brief little pea-jacket. It tops a white shantung one-piece dress that has a suggestion of pleats in the skirt. A scarf of shantung knots at the neck. The Panama, trimmed with brown grosgrain, has a medium brim

Another good, all-around type of country dress—informal enough to play in, yet smart enough to lunch in. It's of heavy pink crêpe—collarless, sleeveless, buttoned up in the prevailing shirt-maker manner, and infinitely useful. A navy-blue belt and embroidered design are the only splashes of colour





AUGUSTABERNARD—BONWIT TELLER • CHANEL—BENDEL

### Up on the roof of the Waldorf

A glamorous spot, the Waldorf roof, with its vast doors thrown open to the city and its ceiling rolled back to the stars. You see a bit of it above, and also a girl (the one at the left) wearing Augustabernard's orange-red velveteen jacket with a deep cape-like collar—the distinguishing mark of a new evening jacket

The second girl wears a new Chanel dress of thin black jersey-like crêpe, with a short cape to match, splashed with a standing ermine collar, prophetic of autumn. The man in the group has discarded his dinner-jacket in favour of a cool, white mess jacket, as many really smart men are now beginning to do





JAY-THORPE • CHANEL—JAY-THORPE

### Some like to drop in informally

Some like to drop in at the Waldorf for dinner, late, or to stop in after the movies, informally, dressed just as they happen to be. For this, a printed yellow-and-black chiffon dress with elbow-length sleeves is perfect, topped off with a wide, yellow straw hat, encircled all around its shallow crown with cool green leaves

Against Victor White's fantastic palms, painted on the ballroom mirrors there, a black chiffon Chanel dress looks very summery and picturesque. The enormous diaphanous sleeves to the elbow and the dropped-shoulder line are new. The dress reaches to the ankles, and a row of tiny rhinestone buttons fastens it in back



# DESPERATION BEFORE DINNER

By Gertrude Johnson



ARE you a hostess about to give a dinner of six, or sixteen, or, like the American lady in London, "not more than a hundred and twenty-five"? You have selected the *pièce de résistance* of the evening, the new Governor and his lady, or the lively Broccolis from Rome, or the Oilcloth King and his wife whose business your husband is gunning for. You have invited the appropriate couples to make up a well-balanced party, and suddenly you realize that Madeleine Smith, whom you *must* ask because she is the most amusing woman you know, has just divested herself of a husband on her last trip to Paris and you are up against the problem of the Extra Man.

You groan and reach for the special list in the right-hand drawer. You read it over dubiously and linger for a moment on the names of one or two celebrated bachelors. Especially Bertram Bowler, for whom you entertain a secret *béguin*. But you dismiss them with a sigh, because you know they are as difficult to capture as rare butterflies. You pass over the ones who are simply too dull. Your spirit is not broken, as yet. And then, from the middle selection of the reasonably attractive, you select Jimmy Winterbottom.

Jimmy is nice looking. His popularity is said to have originated in a resemblance to the Prince of Wales, which successfully obliterated a somewhat obscure origin in the outer wilds of Brooklyn. He has acquired just the right ease of manner, the right amount of table-talk, knows when and how to shift from the oilcloth queen on his left to Mrs. Chauncey Jones on his right. His tailor is unquestionable. He dances well, plays superb bridge, and is sufficiently rich not to shy at table stakes or baccarat. In short, he is the perfect Diner Out.

The dinner has been set for two weeks from next Thursday, so you hopefully call the number of his penthouse in Sutton Place. It is half-past six, and you fatuously suppose you may catch him on the wing. The phone whirrs and grrrrrrs in your ear. Busy signal! Nothing daunted, you keep on ringing for an hour, until you are late for dinner and your husband's temper is torn up by the roots.

Next morning, you try again. Still busy! You look up his name in the directory to see if he has a business address. Apparently not. There is nothing to do but stick at the Sutton Place number. At last, on the seventeenth try, you get the call through. A suave man servant answers. "No, Madam, Mr. Winterbottom is not at home." But he takes the message and will let you know. A little uneasy, you follow up the call with a note—a dashing little note, very brief, with just the right accent of casualness.

A week elapses. The party is successfully made up and numbers fourteen. Everybody that you especially want has accepted except Mr. Winterbottom. Just as you are about to try the telephone barrage all over again, the suave man servant calls up and delivers the glad tidings that Mr. Winterbottom will be pleased—etc. A heavy weight lifts from your heart, and you breathe easily for the first time in a week, thinking your troubles are over.

Then what happens? A day before the party, you get a box of roses and a note. He has backed out and left you with an extra woman and thirteen at table! Mr. Winterbottom, to do him justice, is one of the few who ease the blow with roses.

Then comes the nightmare of a whole morning—perhaps a whole day—spent at the telephone while you hunt down an elusive quarry to its lair in clubs and offices. You find yourself gently evaded by vague secretaries and servants who put you off with condescending firmness until you are ready to tear your hair and weep with rage. You become less and less particular in the matter of choice. You even try that deadly person whose one passion is collecting stamps. As you near the end of the list, you realize that now anything in trousers will do, and there is nothing to be had. Even the

brigade of the Hopelessly Dull, whom you scorned a week ago, are all hooked up for Thursday.

At last, in despair, you call the peerless Madeleine to beg her not to come, and you explain, in tears, that you are short a Man. To your dismay, she inquires, "Why don't you ask Bertram Bowler?" When you murmur something about "What's the use?" she says lightly, "Oh, that's all right. I'll bring him." And she does. Whereupon you discover that the half-dozen brightest stars of the bachelor firmament each keep their engagement pads unencumbered to be at the beck and call of some beautiful lady.

Now what's to be done about this social disorder? Can anything be done? Isn't it time that the efficiency of America was directed for a moment on a problem that can bring the most enterprising hostess to the verge of a nervous breakdown?

A year ago, a moving-picture gave out a glimmering ray of hope. It concerned a Registry Bureau in London, where presentable young men in evening clothes could be rented for emergencies. The idea may have originated in Edmond About's novel about "Les Treizièmes," who were said to flourish in Paris under the Second Empire. (And it is consoling to learn that even the glamorous ladies of those polite days were faced with your predicament. It somehow soothes the bruised self-esteem that has just been roughly handled by the secretaries and club footmen.)

The Registry idea holds piquant possibilities. You could call up Volunteer 0000 and put in your order for two young men, about thirty years of age, for Monday week at eight o'clock. After several experiments, you might unearth a perfect jewel whom you could reserve for special occasions. Consider the adventures in democracy that might result. Suppose the fascinating man who "made" the party last night turns out to be the son of Mrs. Cadwallader's butler—that magnificent person who has awed us all for years! Why, the boy would have been lost to society, and we would never have heard his witty epigrams or split our sides at his stories if it had not been for some such providential Last Aid. And the dinner that is settling (Continued on page 62)





BERGDORF GOODMAN

STEICHEN

Sheer silk organdie, as fresh and fragile as the delicate silk from seed-pods, fashions this floating summery white dress spattered with black polka-dots. A green taffeta sash ties at one side or can make a little bustle at the back. This dress—the essence of summer—is worn by Miss Babs Lee. Shoes from Bergdorf Goodman. Furniture from Bruce Buttfeld

**With an aura of romance**



# HERE AND ABROAD

**As seen by Her**



THE VICOMTE AND VICOMTESSE DE NOAILLES

OFF for Europe—all of them! Those who can afford to go, and those who can't afford not to go. One can't help envying them, these refugees from the Wrath that has been—living for nothing in Majorca; staying at the shooting-lodges of princely Austrians for the chamois shooting, a situation which can be brought about by those two chic young Austrians, Prince Fürstenberg and Count Schaffgotsch (write to Count Felix Schaffgotsch, Jagd-Büro, Strobl, Salzburg, Austria); watching Daisy Fellowes wave a chic hello as she sails on; or stopping for a moment to lunch with Clifton Webb, who, after a visit with the Michael Farmers in London, has taken Grace Moore's villa on the hills behind Cannes.

I had a letter from a friend in England, the other day, saying that it is being rumoured and bruited about that Noel Coward will receive a knighthood for having written "Cavalcade," that stirring example of the Sun-Never-Sets-on-British-Soil school of the drama. How his cigar-chewing colleagues in the realm of back-stage would love rolling "Sir Noel" off their tongues! I was fascinated by the London back-stage gossip of the first night of the new "Miracle," which is completely new save for Diana Manners. Rehearsals, I gather, were exhausting and none too peaceful. Rudolf Kommer, known to so many New Yorkers since his first appearance in this country as Reinhardt's right-hand man, a small Jugo-Slavian with a very large round head and an utterly enchanting

personality (to be found, whenever he is in New York, at the Colony Restaurant), was tactful and wonderful. Diana was sweetness itself, but how the show ever went on with so many cooks is in itself a miracle. Kommer, Reinhardt, Cochran, and Voelmoeller (who wrote it), and, lastly, a Jesuit priest called in at the last minute to change the end and make the Nun die at the feet of the Madonna in the arms of the Abbess.

When the first night finally arrived, all England, all Europe was there. Kommer had arranged the seating as at some royal banquet, every one according to precedence. The entire Lyceum had been done over, and every one's evening clothes looked sacrilegious. The crucial moment came when the Duchess of Rutland, Lady Diana's mother, took her place in the front row, and then, as at weddings, the show began. Lady Diana was again the most beautiful, motionless, sanctified madonna imaginable, and Tilly Losch was the nun, young, agile, childish, bewitching. Afterwards, at a supper party at Lady Cunard's, the audience let the mood of reverence wear off gradually—pretty soon, there were plenty of the usual "My dear, too marvellous's," and then, suddenly, the door opened, and

Lady Diana walked in, looking strangely girlish in a pink frock, taking her homage like an empress.

But, to get back to New York, to Long Island, to the mint juleps. The Grand Duchess Marie has taken Nannie Tiffany's house out on Long Island for the summer. She did well. It is one of the prettiest houses out there.

The W. K. Vanderbilts' trailer is fun. It is tacked on to the back of a Hudson car, it holds about eight people, and it is a dream of comfort, with big upholstered chairs, a bridge table, and a small pantry, and it whirls up and down the country at a pretty rate of speed.

Fewer people have commuting boats this year, but those who still have them are generous with invitations. Commuting by water beats all other systems of getting to the country and spares you the torture of that horrible Queensboro Bridge traffic and the famous smelly ash-dump outside of Flushing to which Fitzgerald gave a damning immortality in *The Great Gatsby*. You just stroll down the steps of the River Club into your fast commuter, and, before you can say antidisestablishmentarianism, you are docking at your country place. The Marshall Fields' (Continued on page 64)



MRS. JOHN DAVIS LODGE IN THE AMBROSE CLARKS' COACH



THE COUNTESS OF OXFORD AND ASQUITH

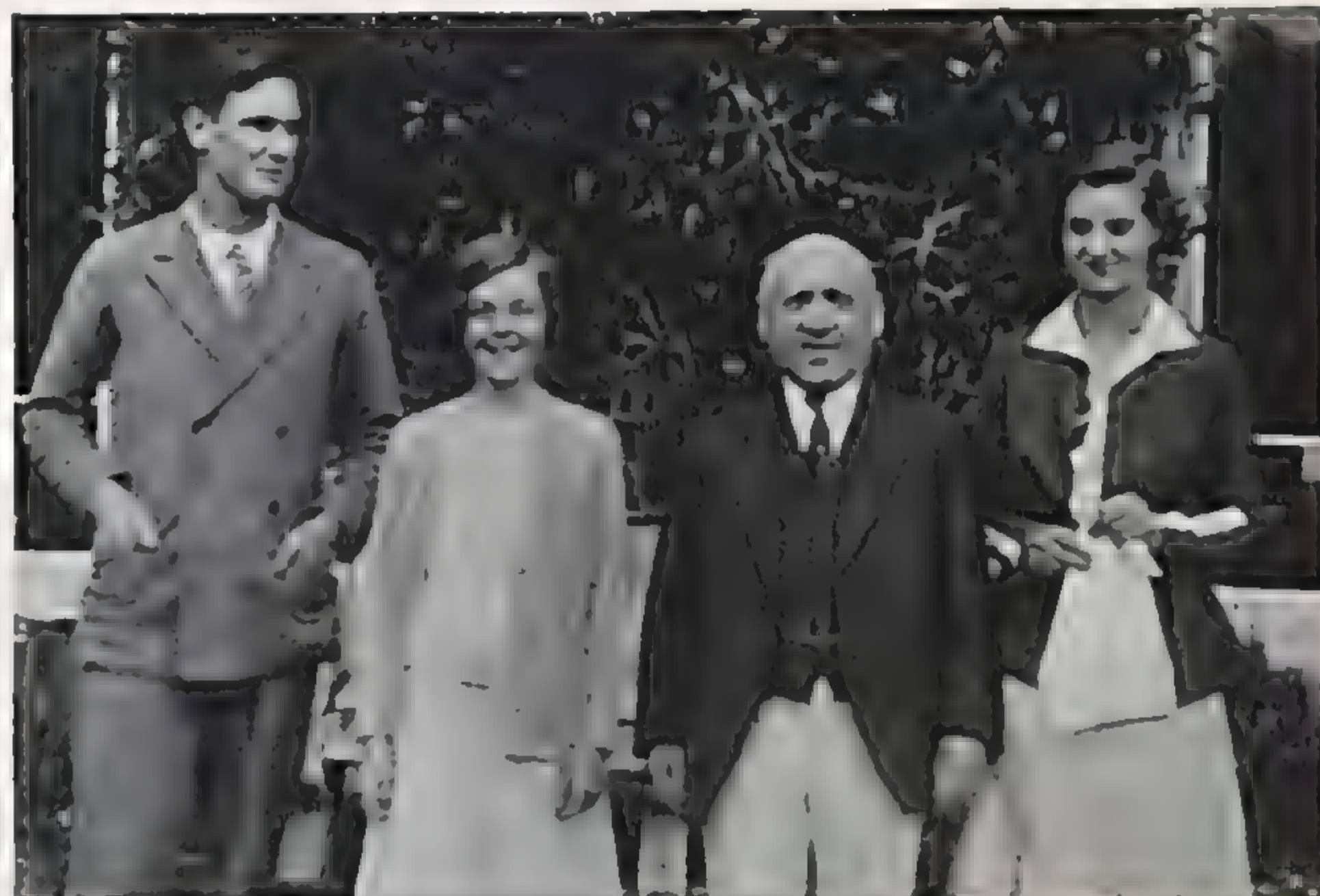




LUNCHEON WITH THE HERBERT PRATTS AT MURGIE FARM IN SCOTLAND

Above: Mr. and Mrs. de Lancey Kountze, Mr. F. P. Moore, Mr. Page Cross, Mr. John Cross, Mr. Lawrence Van Ingen, Mrs. Herbert Pratt, and Mrs. Herbert L. Pratt, junior

Mr. Wiley and Mr. Chubb (who married Miss Corinne Alsop) are in Ireland, snapped with Lord Londonderry's daughters; Mrs. Talbott, Mrs. Frelinghuysen at Lady Mendl's



MR. PERCY CHUBB, LADY MARY STEWART, MR. LOUIS WILEY, LADY HELEN STEWART



MRS. DEERING HOWE, ON THE "BREMEN"



THE COMTESSE DE COSSÉ BRISSAC AT HYÈRES



MRS. E. MARSHALL FIELD ON HER RANCH OUT WEST



MRS. FREDERICK FRELINGHUYSEN • MRS. HAROLD TALBOTT







# THE NEW FÊTE CHAMPÊTRE

- The old paintings of country life showed ladies passively swooning under trees. Here is the active Fête Champêtre of to-day
- Opposite page, reading from left to right
- First, O'Rossen red tussur coat, "Aviso"
- Next, a white sinellic dress, "Silly," from Madeleine de Rauch. It has short puffed sleeves and a polka-dot foulard scarf
- Third, Lucile Paray's "Country Club" of almond-green wool, with a white piqué blouse
- Fourth, Chantal's "Deauville," a one-piece dress of écru cotton with crochet trimmings
- The fifth lady wears "Club," Lucile Paray's white angora-jersey dress with a cape yoke; from Saks-Fifth Avenue
- Sixth, "Rallye," a blue jersey suit with a polka-dot blouse, from Madeleine de Rauch
- Martial et Armand's "Yachting," of blue diagonal wool, is lined with striped jersey

- And on this page—four equally sports-like ladies. The one at the left wears Redfern's "Copain," a blouse of green-and-white striped silk jersey, and "Match," a skirt of grass-green diagonal woollen
- The girl holing out keeps cool in Philippe et Gaston's "Au Bois," a sleeveless jersey sweater with mahogany-brown and yellow stripes, held firmly by a brown leather belt over the brown wool skirt
- The left-hand lady in the foursome has chosen Mirande's "Morning," a blue diagonal wool suit with a figured jersey scarf held in place by the belt
- And the lady at the right has on a perfect golf costume—Philippe et Gaston's suit of heavy diagonal jersey in grey, with silver metal buttons fastening the single-breasted jacket, which is smartly and firmly belted







PATOU

Paris loves black and white, even in July, and practically every Parisienne owns at least one smartly cut black crêpe dress, touched off with white, in which she can keep cool, calm, and collected on the most scorching town days. This is "Magicienne," with white satin at the neck and worn with Patou's white satin toque and veil

## AN INQUIRY

### into July chic

#### WHAT IS THE HAT OF THE HOUR?

The huge milan sailor—such as those on the opposite page—is the most talked about. And the white hat—either a rough white straw brimmed model or a crêpe turban—is seen the most.

#### WHAT'S THE PERFECT ANSWER TO SUMMER?

The navy-and-white outfit. It's almost a uniform in New York. Clean-looking navy-and-white printed crêpe or sheer crêpe dress, white gloves, and white hat. Very good, also, are wine-red and white, black-and-white, beige, and grey.

#### WHAT'S MAINBOCHER'S BRILLIANT IDEA?

Making the backs of dresses entirely different from the fronts. His greatest example to date is an evening dress that's royal-blue in front, black in back, and has white panels on the sides—giving a startling Picasso effect.

#### WHAT IS THIS RUMOUR ABOUT LAVENDER?

We hear it is coming back—genuine, old-fashioned lavender. Schiaparelli made her newest evening gown in this shade. Watch it.

#### WHAT IS THE LATEST STOCKING STUNT?

Putting your initials—all three of them—on the hem of your stockings. Some one invented a new machine to do this branding, and most of the Fifth Avenue shops will do it for you soon.

#### WHAT ARE SENSATIONS AT NIGHT?

Chanel's black-and-white linen evening dress. Lanvin's candy-striped organdie and dotted mouselines. Vionnet's superb dress with an orange-red satin bodice and a white satin skirt.

#### WHAT COOLS OFF EVERYTHING?

Whiffs of crisp white—bows, gilets, bibs, collars—, there are touches of organdie or mouseline on everything. One of the prettiest ladies within eyeshot at lunch the other noontime wore a fragilely crisp white organdie blouse, with tiny puffed sleeves, a babyish collar, Valenciennes lace, and fine, fine hand-embroidery.

#### WHAT NAÏVETÉ IS NOW SOPHISTICATED?

The guimpe. It appears now on evening dresses. Mainbocher has put these little organdie or mousseline guimpes in some of his newest and most sophisticated cotton evening dresses.





LANVIN COAT AND HAT—BONWIT TELLER • AUGUSTABERNARD DRESS—ATKINS • REBOUX HAT—KNOX

Make a mental note, first, of the two huge straw sailors—one in black; the other, at the right, of blue picot. Then, note that the colour of the crêpe marocain coat, "Acier," is silver-grey, with a silver fox collar standing coolly away from the neck. The colour of the crêpe mat-mira dress at the right, "938," is in a delicious beige

### Two hats of the first magnitude





MAGGY ROUFF • CHANTAL • GOUPY—SAKS-FIFTH AVENUE (SALON MODERNE)

### Reincarnation of the linen duster

A top-coat of light blue cotton that looks like wool—Rodier's "Roumaspor." It is "Plein Air," with a dress to match and a flannel scarf. The stitched shantung cloche is from Marie Belair

Shades of the linen duster, but unmistakably 1932. It's Chantal's linen top-coat, "Randonnée," with a starched, crisp quality and a swagger masculine cut. The felt beret is from Willoughby

Newer than the bright wool jacket with a white dress is the bright linen jacket. Goupy shows this, "Régate," with a shoulder yoke that cuts across the top of the arms. Colette Goupy's linen hat



# The GOSPELS OF BEAUTY

## No. XIV. Improving your husband

A STRANGE mental state exists to-day in the matter of masculine grooming. We hear so often that the American male is violently opposed to any form of self-beautification and regards all steps in this direction as damningly effeminate that we have come to take these for granted as established masculine complexes. But is this, in point of actual fact, the truth? Certainly, it is not, for if it were, you wouldn't see sterling he-men, as virile as any who ever stepped out of Zane Grey's books, emerging from a siege in a barber shop where they have willingly submitted to every ministration suggested by a versatile barber. Beaming and well pleased with themselves is how they look, nor do they consider the aura of scent (and not always, alas, the best of scent) that exudes from them as the least effeminate. Rather, it is in the general disinclination to do any of these things for themselves that a complex begins to creep in, and in a complete unwillingness to buy on their own behalf any sort of equipment other than the most utilitarian.

If men's preparations were sold in a shop where men go to buy their own things—books, tobacco, shoes, and other things redolent of masculinity—, this would be an ideal solution. Or, as one maker of fine toilet things for men is plotting to do at this very minute, these preparations might be sold over the counters at cigar stores. But, failing this, the problem is one for the ladies. Women buy the vast majority of all men's toilet preparations (other than shaving accessories), and, on the whole, they make a pretty poor job of it. They are apt to buy a "set" of toilet articles without any thought of whether it includes the needs of the man it is intended for, or choose a scent they like themselves, and which, by the exact same token, the masculine recipient is probably going to despise at first whiff.

Thus, if you are a female about to engage upon the responsible career of providing masculine toilet accessories, you should first have a pretty sound idea of what will actually be helpful to the

gentleman, as well as just how far you can go and still keep within the bounds of what he will really use—knowledge which you can glean painlessly and quickly from the sage counsel that is about to follow herewith.

To begin with perfumes, or—since this advice is going to be practical or nothing—more probably, to begin *without* perfumes! Vogue, itself, feels that this is a rather sad way to begin. There are excellent masculine perfumes to be had, especially distilled to differ from feminine scents, and Continental men buy and use them as a matter of course. Famous gentlemen of history have made known their perfume choices for posterity, and one of the most revealingly intimate bits is that about the Chevalier d'Orsay, who, loving perfume, was a purist in its use. Never on his clothing (oh, wise man!) nor yet on his person. But, as he left his dressing-room, a row of servitors awaited to spray the atmosphere with his own perfume. What trace of aroma remained about him, he carried out to a waiting world, and you see him, above, just as he starts on his perfumed way.

Why not, then, perfume for men in America—why not, indeed, except the blankly conclusive fact that not one out of hundreds will use it? Furthermore, if your young man is one who does use a scent, you can rest assured that he will pick it out for himself, and not leave the choice in any feminine hands. But, toilet-water—that is something else again! That he will use—and love. Have it a man's own fragrance, in a good-looking flask that he will have no compunction about displaying on his bathroom shelves. And, having provided him

with such, try and persuade him to use it as a toilet-water per se, to put on his kerchief and on himself after showering—not as a shaving lotion or as a substitute for a deodorant, both of which have their own separate and important places in men's estate.

As for the masculine face, here is where another well-established fiction flourishes—the one that says that men have tough skins that will stand anything. As a matter of fact, a great many men have thin sensitive skins, and one thing that a man with this type of skin won't hesitate to do is dip into his wife's cream jar, because he knows the discomfort he avoids by so doing. But, not often will he buy one for himself, so that should be provided for him—a good-sized jar of any of the good standard brands. Even if he hasn't a naturally sensitive skin, he will use this, once it is there, after a windy day on the golf course or when his second shave leaves his skin stinging. The ideal time to put on the cream is just after shaving; then it should be rubbed off and a lotion put on. The after-shaving lotion is one of the few items a man will probably buy for himself and use by the gallon. He knows that he needs its antiseptic action after the work of the razor blade, and he likes the keen, revived feeling it gives his face.

Then, many men use face powder—many more, indeed, than the casual observer suspects—but, generally, they use their wives', or, if there are no wife and supplies conveniently at hand, talcum powder out of a tin. There is a grand powder for men, really a face powder, but known in tactful phrasing as after-shave (Continued on page 60)





# THREE DRESSES OUT OF ONE

THE basis of the argument presented on these pages is that one really good dress is not only better than three not-so-good ones—but it will actually serve as three, if you know how to plan the accessories to go with it—the hats and jackets and scarfs, the bags and slippers and jewellery.

First of all, if you have two sets of accessories for one dress, have them very, very different in colour, so that the effect isn't even similar, and have them in quite different degrees of formality, too, for this widens the uses of the costume, as well as adding variety.

Muriel King, who made the evening dress shown on this page, carries out this idea in all of the clothes she shows. When you buy a dress from her, she

will show you sketches of innumerable jackets and scarfs and other accessories, and samples of colours and colour schemes. You may order as many as you like, and she will make hats, bags, and shoes to go with them.

The interchangeable costume is a chic economy at any time, but it's a god-send when you pack up for a week-end in the country. A triple-duty evening dress and one or two white crêpe day-time dresses are enough to start with. The sketches on the opposite page will show you what you can do with a good white dress as a basis. The short jacket makes it good for general country wear; the longer blue coat makes it perfect for Sunday lunch; and the jersey accessories add half a dozen variations.







## Hats and jackets work transformations

Start with a black crêpe evening dress like the one on the opposite page. Wear it unadorned as one costume. Add a white crêpe scarf, tied diagonally, and a white bag, as costume No. 2. Then, achieve a third, romantic costume by means of pink roses and a pink bag; from Muriel King

A white crêpe dress is the basis of this costume (above, left). You dress it up with a jacket to match, a green-and-white scarf, and a white turban. A sapphire-blue crêpe coat, blue-and-white scarf, and Panama hat make it still more formal. Dress and coats, Rose Clark; hats, Yvonne Ganne

Here is another simple white dress that plays several rôles. It has nice lines by itself, and it owns a Chanel cape, hat, scarf, and bag in brown-and-beige jersey. Above, you see it with the cape and hat, in one version; with the scarf and bag and a piqué hat, in the other; all from MacVeady





Six hits and no errors



## COLLECTOR'S INSTINCT IN DRESS

• Smart women are developing a collector's instinct in regard to their sports clothes. Their costumes are not ensembles, but outfits assembled bit by bit. They dive into their husbands' drawers in search of ties and sweaters and scarfs and careen around town in taxis looking for hats and skirts and blouses

• No. 1 is a good example—a Willoughby felt beret in flax-blue; a Knizé navy-blue sweater and a mannish box-calf belt; and a Mirande jersey skirt in flax-blue, excellently fitted. The collector will add a flax-blue linen shirt

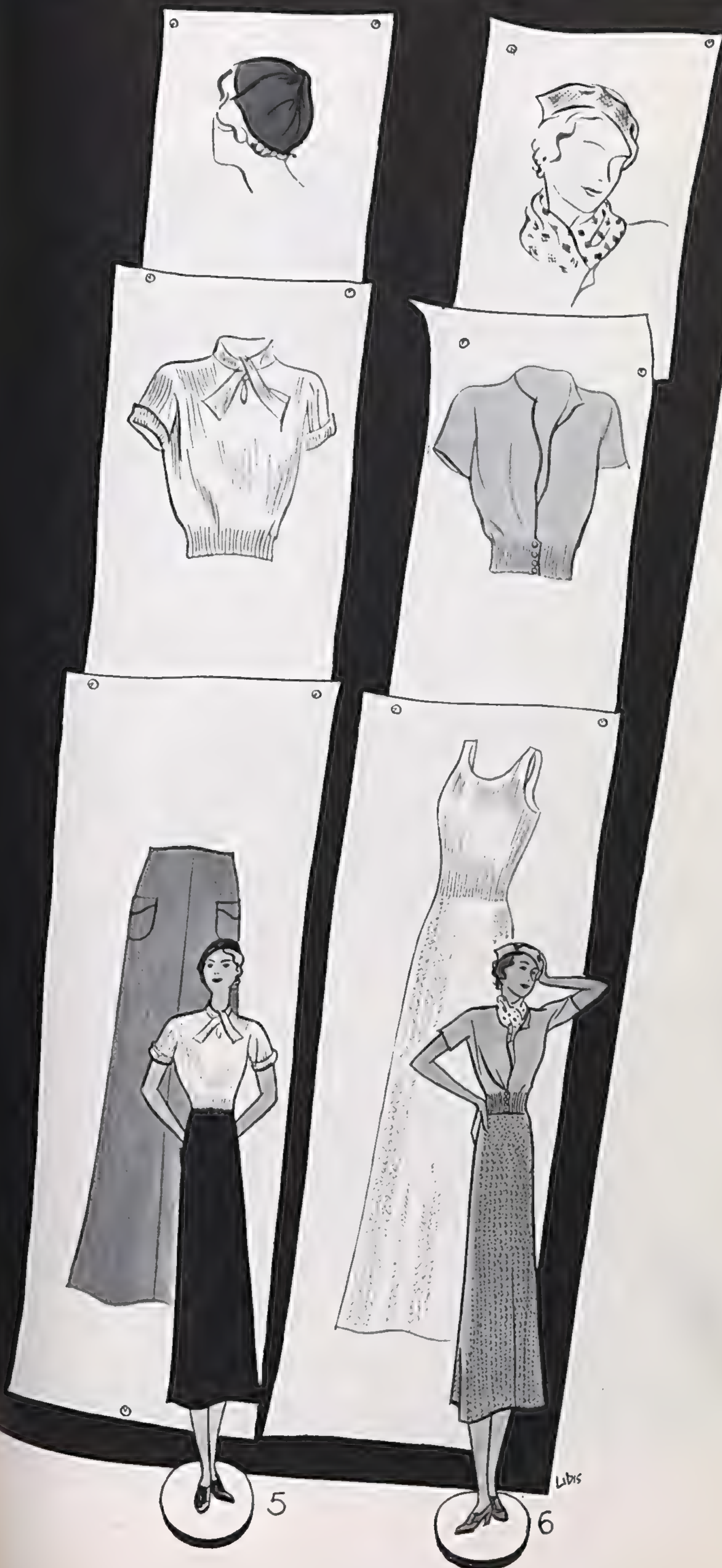
• No. 2 is another triumph of piecemeal shopping. A Rose Descat hat of grège felt with a red grosgrain band, from Saks-Fifth Avenue; and a Vera Boréa grège cotton knitted polo shirt and tweed overall dress in red, blue, and grège, both from Bonwit Teller

• The lady who collected costume No. 3 liked good, workmanlike clothes. Her Willoughby beret is of man's felt in bright blue, from Best. Her d'Ahetze wool jacket has a Norfolk cut, and she wears it with a foulard scarf in blue and yellow; both from Franklin Simon. Her Burberry skirt of a mixed tweed is divided; from Franklin Simon

• No. 4 is based on a high-waisted skirt of navy-blue woollen and a man's shirt of natural linen—both d'Ahetze models; skirt from Best. A Rose Valois hat of beige felt with a blue grosgrain band (Saks-Fifth Avenue) and a Knizé beige foulard scarf with orange spots complete it

• No. 5 includes a Camille Roger beret of navy jersey (Bendel), white cotton sweater-blouse, navy knitted skirt—the last two Vera Heller models from Bergdorf Goodman

• No. 6 includes an Agnès beret in yellow-beige (Best), a Tremlett foulard scarf in red-and-black, and a Tao-Taï jacket suit of yellow-beige knitted cotton, ribbed at the waist





# VOGUE'S NEW PORTFOLIO OF





## SMART ECONOMIES

*Left: Broad shoulders  
on a white linen  
top-coat;  
Bergdorf Goodman*

*Plenty of pockets on a  
jacket with dress to match  
of cream cotton, durenne  
"Ribcord;" Bergdorf Goodman*



*Perfect jacket to wear over  
tsumis dresses - of coarse  
white linen; Bergdorf Goodman*

Here are eight pages con-  
secrated to chic at a price.  
Into them we have tossed  
all our latest inexpensive  
discoveries, drawing a  
fine distinction between  
midsummer economy  
and midsummer madness

ONCE again, let us state our platform. We don't believe in bargain hunting. We don't believe that any one has ever saved a cent by buying things just because they are cheap. We believe in plunking down a good sum here, and then going without there, in spotting good buys when you see them, and never, never, never getting lured by tricky things that are hard to wear.

For instance, for a good tennis dress, you have to pay at least \$15. You can get one for less, but, as a general rule, such dresses aren't worth buying, because they lose their shape after a few washings. For that same reason, though the sales often net you wonderful bargains in top-coats in strange foreign woollens, we don't believe in scouring sales for sports dresses. The charm of these clothes lies in their freshness.

If a sports dress is properly cut, you hardly know you have it on. It should not irk you on the shoulders, nor ripple at the hem, nor bind across the *derrière*, and it should hang with some body and yet wash like a handkerchief. With these principles in mind, we combed the city.

The dress at the far left on the opposite page is very easy to wash, very trim, and costs about \$17. The next is made of a beautiful quality of jacquard shirting, and the belt has a men's haberdashery look. The price is about \$15. The one with the tie costs about \$15. (It would be worth putting a dollar monogram on this.) The next is priced at about \$20, and the bathing-suit backed dress about \$17.

On this page, the coat costs about \$35, and it is beautifully cut. The jacket is half of a suit that costs around \$35, but it can be had separately; and it glorifies anything you wear it with. The "Ribcord" suit costs approximately \$35. It has all the earmarks of a very expensive dress.





THREE MODELS FROM BEST

### Five good sheer suits costing under \$40

A spick-and-span dress and jacket for a day in town. It is in navy-blue and white, and the blue is piqué georgette, and the white is grosgrain ribbon. The dress is made with narrow shoulder-straps, and, like a favourite tennis dress, it is ridiculously easy and cool to wear

Again that new sheer georgette piqué material, black this time, with a short-sleeved white blouse that is hand-faggoted and looks it. The elbow-length cape billows lightly in the breeze. The skirt fits nicely. Short, spanking clean white cotton gloves also add chic to the costume

This jacketed dress is ageless. It is young, yet not too young for a grandmother. The material is georgette crêpe. The colour is brown-and-white. The wavy stripe print has a nice definite character of its own, and the faggoted white crêpe gives it an air just right for a town suit





MODELS FROM BEST

This dark blue crêpe anise dress and jacket struck us at once because they are well cut and because the finely tucked white georgette collar flatters you like one of those hideously expensive blouses from Paris. This is one of the Déjà models that can always be depended on for good tailoring

This interests us because it has the practicality of a print, without breaking you up in a splashy pattern. It is made of brown-and-white checked georgette, cool as cool, and the collar and cuffs are of trim white linen. A one-piece dress and a slightly fitted jacket are included in the proceedings

- When you get a tame little dress, get a wild little hat. If you get a tame little hat, get an unusual dress. Never a tame little dress and a tame little hat.
- A great many prints not officially dubbed washable wash. If you are clever in suds, try a bit of the belt in Lux, and, if all appears to go well, venture on. Most good lady's maids wash dark town prints as if they were tennis dresses.
- If you aren't strictly size 14, 16, 18, or 20, and the sight of your individual torso consequently depresses you as it stands before the fitting-room mirror in a ready-made summer dress, try a dress with a jacket. Even a little georgette crêpe jacket makes all the difference in the world to the hips.
- Another point in buying ready-made clothes—don't get any dress in summer that is cut too high, unless it is definitely a high-necked dress. If a V, then a good deep V, even if you have to have a bit of fine lace show in the aperture. If a square, a real honest square; if a round, an ample round. It's more becoming—and the sign of a good dress.
- There is nothing smarter than chalk-white cotton gloves, and nothing worse than the same gloves semi-clean. If you come in town for the day, and want to look as appetizing when you go home as when you start, tuck a second pair in your bag.
- A bag should be filled just before you go out, not laden with the junk of two weeks back. Nothing is more attractive than a fresh little bag, opening uncluttered and emitting a faint whiff of a good scent.

Know what you want. Keep to your objective when you are shopping. Don't detour, and don't lose your head—therein lies the trick of buying inexpensive clothes successfully



# THRIFT IN THE GARDEN

## blossoms gaily

• Five triumphs in good value (right). A white iron plant stand with turquoise-blue pots; about \$13; and a white iron table, at about \$5; both from the Mayhew Shop. A green reed chaise longue with white bands and a green-and-white cushion, about \$28; and a chair to match with a permatex cushion, under \$7; W. and J. Sloane. A red, white, and blue reed chair with a white permatex cushion; about \$12; Baphé • The gay set below costs under \$22. Or, the metal table painted canary-yellow costs about \$6; chairs to match, wood seats, about \$3 each; the yellow-and-green umbrella, under \$9; Hammacher, Schlemmer







• The heavy white fringe gives this white canvas umbrella enormous chic. The table is white iron, and together they cost about \$32. Convenient at tea-time is the white painted muffin stand with three separate trays; about \$6. All from the Mayhew Shop. The white metal chairs are new and decorative; about \$10 each; from Olivette Falls



• The green metal chairs (above) fold up, and both they and the table are easy to carry. Chairs and table cost under \$4 each; Hammacher, Schlemmer  
• The rattan chair (left) has a nice colour scheme—brown, orange, and white—; brown permatex cushion; under \$10. The top and shelf of the reed table are black glass; about \$10. From W. and J. Sloane





# COUTURIER DESIGNS



185



184



181

EVERY month, a brand-new consignment of Couturier Designs arrives from Paris. Usually, these are fresh versions of the current mode, beautifully designed and cut, crisp and fresh with distinctive details. But four times a year, they are even more exciting, for then they are the first harbingers of a coming mode, fashions with prophetic lines and significant details.

The six shown on these pages are cases in point—costumes in the spirit of the clothes we will wear this autumn. They have a head-start on the new mode, which means that their chic will live that much longer and that they are the wisest buys you can possibly make now.



Vogue's recipe for distinguished clothes at low cost—a good "little" dressmaker and a couturier design



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183

Here is some of the news the models bring. On the evening dress illustrated on the opposite page, a Directoire line (watch for it, this autumn). A separate jacket of unusual cut, too, and a flower lei that suggests the boas our grandmothers wore (you can leave this off, if you like). The next dress, No. 184, makes two prophecies—the chic of guimpes and of three-quarters sleeves. And the new collarless neck-line and true leg-o'-mutton sleeve are coming events shown by No. 181.

From this page you'll learn more about intricate neck-lines, more about three-quarters sleeves, and more about contrast. The sizes of these models appear on page 62.





SHOP-HOUND BRINGS HOME THE BACON

# SHOP-HOUND

## Tips on the shop market

EVERY now and then, not often, mind you, but occasionally, this much-the-worse-for-wear Shop-Hound gets an idea that is an idea. Hearken. At the Porto Rico Shop, where lovely imported linens are to be had for what I in my sprightly way call a song, there are some squares of linen called handkerchiefs. They are big white things, each with an enormous initial almost as long as half the width of the square, made in French knots. Now for my idea. These would make the most amusing napkins, for breakfast, coming in on a tray, as above. Now tell me if I'm not a bright one.

- In the vast precincts of the Waldorf-Astoria, you will come upon a small, but nifty shop by the name of Pitt Petri, Importer. I hate to call it a gift shop, as the term doesn't do justice to the originality and chic of the things for sale there. For a lady in search of things to spice up her country house, this is a Mecca, filled with such helpful items as brass garden spigots, in the shape of conventionalized horses, roosters, and other animals. A garden lamp in which you burn a candle within a glass bell is made to look like an old-fashioned London street-lamp and couldn't be prettier; it stands about four feet high and is divine. There are lots of the now-sought-after artificial flowers, of unusual species, such as large creamy-pink roses, quite huge. To trim your dining-room table in a moment of desperation, look at some blown-glass hunting-figures, much larger than you usually see, complete with a large bright red glass fox. Big china platters in the shape of fish are another item. What struck me as superb were some plain white rimless plates with a

scarlet lobster on one side. There are all varieties of beer steins, for people who like to use a collection with no two alike. And naughty cocktail glasses with a Scottie dog contemplating an interminable row of lamp-posts, topped with the remark, "Scots Paradise."

- Bloomingdale's, with one grand gesture of scoff-law, has opened a bar—only you buy perfume at it. You put your foot in the familiar stance, upon the brass rail, and inhale the intoxicating odours rising around you. The bartenders are expert at mixing you up cocktails with a wallop—half and half of Golliwog and Bois Dormant, with a dash of Nuit de Chine, is called the "Oriental Delight." The Bloomingdale brand of Manhattan cocktail is made with a base of L'Aimant, sweetened with a dash of Jodelle and Chanel No. 5. Then, there is a very refreshing concoction of Lilac and Jasmin, called the "Fair and Warmer," which ought to do you good. Try one of these pick-me-ups in a low minute and see if you don't feel a new woman. The place couldn't be more amusing.

- Tote Prete, Inc., is the dynamic name of a Madison Avenue shop with what I feel, psychologically, to be the best decorations anywhere. White walls, mirror screens, silver lustre vases and smoking things, white curtains, Venetian blinds, and fresh waxy gardenias go to make a room that has such charm on a boiling hot day that you can't bear to leave. You sit there and look at divine clothes, and Heaven help whatever engagements you have, because you're not apt to get to them anywhere near on time. I couldn't possibly take the time to think up adjectives that would be adequate to describe the freshness of the clothes, so let a bare and arid factual description suffice. Some of the things are designed in the shop and made from imported materials; others are American-born products. All are nice, and lots of them cost between \$25 and \$50. Heaps of marvellous dress-and-jacket numbers, of neat prints in discreet colours, like one in a quiet honey-beige with a darker

figure in it. Also, a number of unbeatable tweed coats in loud herring-bones, cut along classic lines that would make the angels weep. Good tennis things—for instance, a white crêpe model with a print jacket that can be obtained in all sorts of colours. As to the evening, about the most amusing thought to be encountered these days is the combination worked out here—a printed linen evening dress with a ciré jacket; for instance, an orange linen dress with a brown ciré jacket with elbow-puff sleeves. Also, plenty of romantic chiffon and starched chiffon dresses in flowery prints—Chanel and Mainbocher models.

- What this country needs is some good five-cent patriotism. Although this has not yet been provided, nevertheless we are making certain strides. What I am talking about is a handkerchief that Peck and Peck are featuring, and well they may. It is a large square of white linen, with a blue border and three marching figures parodying the famous fife-and-drum trio of Revolutionary fame. Only these are a cheerful trio of one man with a bandaged head and another man in a top-hat, both playing drums, and a modern young lady tooting on the fife. Above and below are mottoes written in large smart type, with appropriate sentiments to the general effect of Repeal the Eighteenth Amendment, and More Beer and Less Taxes. If you are even a slightly patriotic personality, you will do well to invest in one of these. And think of the dinner conversation it would give birth to!

- Bonwit Teller, always full of waggishness, are astonishing everybody, even the father who was surprised that his baby arrived unwrapped, (Continued on page 66)

- Shop-Hound spends her life snooping about the New York shops. If you need information, write to Vogue's Shop-Hound, 420 Lexington Avenue, New York





*A charming introduction  
to the summer meal---*  
**Jellied Consommé**



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choose from . . .

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Mutton  
Ox Tail  
Pea  
Pepper Pot  
Printanier  
Tomato  
Tomato-Okra  
Vegetable  
Vegetable-Beef  
Vermicelli-Tomato

Consommé, the formal soup *par excellence*, reveals the French soup-chef in one of the highest phases of his art. It is a soup that demands exquisite delicacy and balance, yet it must possess that tonic, invigorating quality for which it is famous.

Whether you serve Campbell's Consommé daintily and attractively jellied or as a bracing hot broth, you find it true to the best French tradition. Made from choice beef, this soup is amber-clear and a delight to the taste. There is the deft flavoring of carrots, celery, parsley, onion and seasonings. A soup for epicures!

Look for the Red- and-White Label

**Campbell's  
Consommé  
Jellied**

To the contents of a can of Campbell's Consommé add one and one-half level teaspoonfuls of granulated gelatine, heating the soup until the gelatine is dissolved. Chill in a refrigerator for at least three hours . . . Serve in cooled bouillon cups.

MEAL-PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 21 SOUPS





6058

6063

6057

6056

BACK VIEWS ARE SHOWN ON PAGE 60

**Designs for  
practical  
dressmaking**

FROCK No. 6058—This is the shirtwaist dress that's now a rage for golf. It's a one-piece "Easy-to-Make" design of sports silk. Designed for sizes 32 to 41

FROCK No. 6063—This piqué tennis dress has amusing epaulet shoulders and front and back skirt panels. Sleeves provided. Designed for sizes 12 to 20; 30 to 38

JACKET-FROCK No. 6057 A childish linen collar spells youth on this jersey "Easy-to-Make" dress. The jacket is fitted. Designed for sizes 12 to 20; 30 to 38

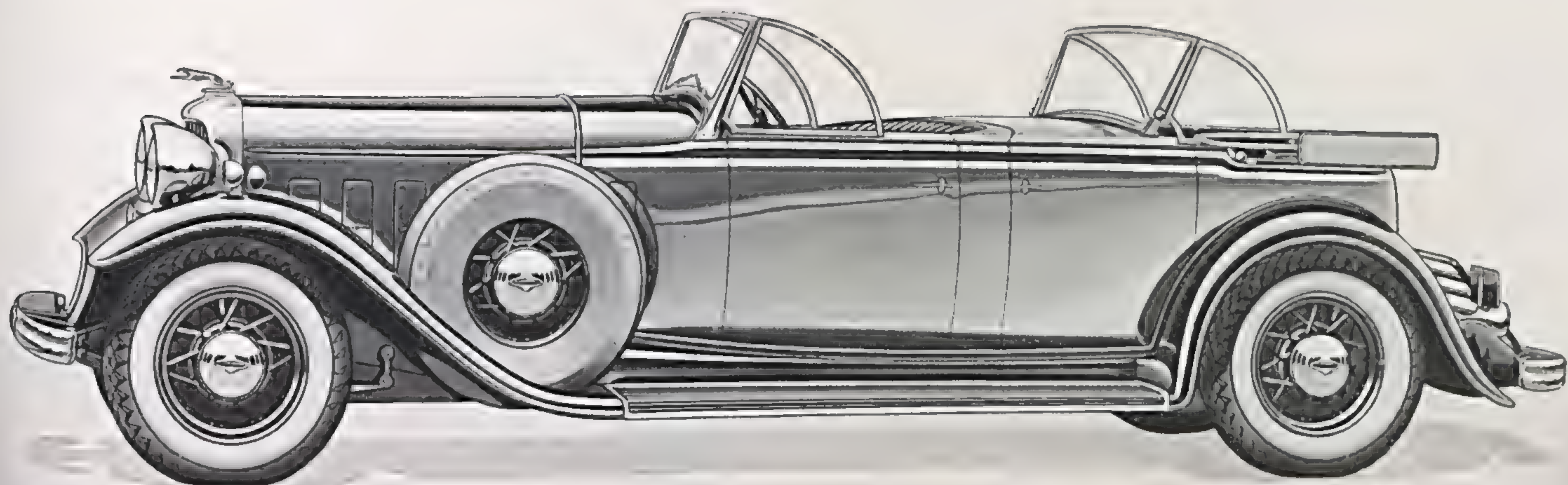
FROCK No. 6056—You may wear a scarf with this shantung dress, as shown here, or substitute a jabot bib front, also provided. Designed for sizes 32 to 40

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 71



## T H E L I N C O L N

## 12



THE LINCOLN V-12 CYLINDER... 4-PASSENGER SPORT PHAETON... \$4500 AT DETROIT

*In the belief that every Lincoln owner has the unqualified right to the highest type of motoring service, every Lincoln is built to one high aim—it must be the best that can be made. Lincoln has never for any cause countenanced a sacrifice of quality. To fulfill its obligations, every Lincoln is an achievement of advanced engineering, finest tested materials, and methods of construction that are unhurried and precise. The development of this unique Lincoln background has been made possible by the support of the Ford Motor Company. Only from such a source can spring the perfectly balanced qualities found in the V-12 cylinder Lincoln—a motor car striking in beauty, brilliant in performance, strong, safe, and enduring. It is offered in twenty-one custom-built and standard body types priced at Detroit from \$4300, fully equipped.*





## The correct make-up could have saved a fallen star...!

- Elizabeth Arden saw a play the other evening. An incident that occurred corroborated her confidence in her color coordination idea. This is what happened:
- In the first scene the heroine wore a blue gown. She looked divine, because her make-up harmonized perfectly with her costume. Everyone in the audience whispered, "Isn't she beautiful?" "A lovely creature!" In the next scene she wore an orange dress, but neglected to change her make-up. The audience sensed immediately that something was wrong. "What is the matter with that girl? She seemed so fascinating in the last scene. What has she done to herself?" But Miss Arden, who heard these comments all around her, knew that it was a sin of omission rather than commission. Something the actress had *failed* to do had resulted in her losing her audience.
- Elizabeth Arden urges you to profit by this example of bad taste and bad judgment. You can wear any color...of course you can... but you must remember always to use the coordinating lipstick and other make-up accessories with it. Miss Arden's Lipstick Ensemble has become as indispensable to the smart woman's dressing table as the mirror itself. Six lovely, exquisitely smooth, indelible lipsticks, in six different, important shades...and you need them all!

The Lipstick Ensemble... \$7.50  
Individual Lipsticks.. \$1.50

# ELIZABETH ARDEN

691 FIFTH AVENUE · NEW YORK CITY  
LONDON · PARIS · BERLIN · ROME · MADRID

© Elizabeth Arden, 1932



LÉON DE VOS

Here you see some of the smart modern containers that hold the Carolyn Day preparations, a comprehensive new series that just makes its début; McCreery

## ON HER DRESSING-TABLE

THE modern woman has learned for herself a good deal about what is what to-day in this matter of cultivating beauty. She isn't willing to overwork any given preparation, but she recognizes the importance of specialized preparations for specialized problems. So, when an important new beauty series makes its début, she looks at it critically to see if what she needs for herself is included therein. Ten chances to one, she will find what she needs in the new Carolyn Day series that is just this minute being introduced in shops throughout the country. For, together with the backbone preparations that every good line includes, this group of twenty-six products has some distinct *spécialités* to recommend it. Aside from the basic cleansing creams, there are a quick cleansing cream of liquefying variety and a lemon cream that bleaches mildly while it cleanses. There are a nice almond lotion that is not sticky and an emollient cream in liquid form that is a special boon to the woman with a skin so dry that she really needs a softener every time she puts powder on her face. These and all the rest are put up in smart modern packages (such as you see in the photograph above), and they are the result of the research work of a chemist long familiar with processes and formulæ of good cosmetics. The Carolyn Day preparations can be purchased at McCreery's, in New York, and they can also be obtained at some of the shops in the larger cities in other parts of the country.

A good deodorant, as every woman knows, must be simple to use and thorough and efficacious in its effect. Mum—also as every woman knows—is exactly these things, and it is very pleasant, as well, with its faintly perfumed snowy whiteness. Its newest achievement is to appear in brand-new packages in its three different sizes, maintaining the same spick-and-span cleanliness, but in a trimmer form and wrapped up in cellophane, to achieve a further hygienic touch.

The two smaller sizes in the Mum series are little, inexpensive pots that are perfect to slip into a week-end case, when you want such a preparation with you, but have to count space by inches. You can buy Mum in shops everywhere.

Harriet Hubbard Ayer has a new service to offer in a "colour harmonies" chart that is printed in the make-up directions that accompany the new Beautifying Face Powder. You consult your mirror, consult the chart, and then choose the cosmetics therein recommended, according to your skin type, from rouge, powder, and lipstick, through eye shadow and eyebrow colouring. This Beautifying Face Powder is made by a new process that produces an extremely fine, but very adherent texture. You can buy it wherever the Harriet Hubbard Ayer preparations are sold.

Charles, formerly of Mars and Charles, is now to be found snipping and curling locks at his new salon, Figaro, in East Fifty-Third Street. If you want your permanent to be one that leaves the hair in soft ringlets, to be pushed into place without too much ado, Charles can do it for you. What is more, any one having any inclination towards naturally curly hair finds this shop a good port of call, for this coiffeur delights in developing such latent assets by careful training of the hair to encourage its own wave.

If you are looking for a good sunburn oil, there is a new one under the sun, made by Cosmetiques Chic. This is a mineral oil, pleasantly perfumed with a light, fresh lilac fragrance that makes it popular with gentlemen, as well as ladies, and known simply as Sun Tan Oil. It is to be found at the smart beach clubs along the Atlantic coast, as well as at Saks-Fifth Avenue. This same maker has a new Petal Cleansing Cream, which is of the popular liquefying variety that manages to purge the skin of every vestige of grime, yet has sufficient body to be markedly softening—also to be had at Saks.



# "It's so easy to keep your skin lovely at home..."

## MRS JOHN DAVIS LODGE

*New York society leader shows you how she gives herself a beauty treatment ...*

MRS. LODGE'S complexion is as uniquely lovely as her long golden hair, like *Mélisande's*. She gives herself her daily beauty treatment in her own home.

"Cleansing, first," she emphasizes. "Here's what gets the skin really clean—Pond's Cold Cream.

"Relax ... Now wipe away the cream. How? With Pond's Cleansing Tissues! They are much *softer*. Pond's Cold Cream and Cleansing Tissues are all you need for exquisite cleanliness.

"But the skin needs *stimulating*, to keep it looking fresh and young. Pat, pat with Pond's Skin Freshener. To refine pores—pep up your color.

"Finished? Not yet! *Protecting*—that's what our skin needs next—to keep it fine and smooth.

"Pond's Vanishing Cream gives just this necessary protection against wind and sun. Invisibly! It gives the loveliest peach-

bloom finish, and you needn't powder again for hours and hours.

"That's all. All I do is—never neglect this simple routine. And always repeat it after exposure.

"AND, of course, at bedtime! That's a special ritual. Cleansing always with Cold Cream and Tissues. Then smooth in fresh Cold Cream to soften and *lubricate*. Leave on overnight.

"You see, the skin needs four things to keep it lovely—Cleansing, Lubricating, Stimulating, Protecting. Just these four preparations are all you need. It's so easy—just in your own home!"

For 25 years in the most scientifically equipped laboratories, Pond's has been making and testing preparations to beautify the skin. Be sure that you get Pond's Creams—you can trust Pond's authority on beautifying the skin.



MRS. LODGE as she applies Cold Cream generously over face and neck ... lets it sink deep into pores to float out all dust and grime. Wipes away with Cleansing Tissues.



SATURATES COTTON with Skin Freshener and pat-pat-pats until the skin glows ... that refines pores, tones and firms the skin and brings fresh, natural color.



BEFORE POWDERING, smooths a protective film of Vanishing Cream over face and neck for powder base—arms and shoulders, too, when dressing for evening.



MRS. LODGE, AFTER HER HOME BEAUTY TREATMENT • Photographs by Nicholas Muray

TUNE IN on Pond's every Friday—9:30 P. M., E. D. S. T. Continuous dance music rhythmied for actual dancing. Leo Reisman and his Orchestra—WEAF and N.B.C. Network.

SEND 10¢ FOR POND'S 4 DELIGHTFUL PREPARATIONS

POND'S EXTRACT COMPANY • DEPT. G • 110 HUDSON STREET • NEW YORK CITY

NAME \_\_\_\_\_ STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

Copyright, 1932, Pond's Extract Company



# MODERN luggage is closed with the new leather Kover-Zip

**MODERN**, sophisticated bags and luggage are closed with the beautiful, leather-covered Kover-Zip—the newest thing in slide fasteners. It's strong. It's durable. It has the feel of luggage. It cannot rust and will "zip" hundreds of times without a sign of wear. We know. We've tested it.

**KOVER-ZIP** can also be purchased on sports clothes, pocket-books, and many other articles where slide fasteners are used, covered with dainty grosgrain ribbon to match linings and fabrics.

Look for Kover-Zip when you purchase your new luggage and other smart accessories . . . At department stores and luggage shops.



This new solid leather box grain cowhide bag with leather Kover-Zip is only \$5.00. Leading stores also feature men's solid leather brief cases and ladies' brief cases of colored soleil felt—closed with Kover-Zip.

**Koh-i-noor**  
**Kover-Zip**  
PATENTS PROTECTED  
"You cannot see the metal"

WALDES KOH-I-NOOR, INC.  
Long Island City, N. Y.



Modern Fastening Devices  
World's Largest Mfrs.

## A SECOND GLANCE AT SUMMER FASHION

### DESIGNS FOR PRACTICAL

### DRESSMAKING



6057



Above are the back views of the models on page 56. The suspender straps that extend from the epaulets of No. 6063 may be omitted and a back yoke with three-quarters sleeves substituted.

JACKET-FROCK No. 6057—Here, at the left, is another view of the jersey dress and jacket shown on page 56. The fitted jacket is collarless and has set-in sleeves. Designed for sizes 12 to 20; 30 to 38.

## THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 41)

powder. Or, if you get fed up with seeing your own powder disappearing after continuous raids upon it, you can provide a good brand of face powder in the plainest-looking box you can find and slip it unobtrusively into the bathroom cabinet—but the success of this is not guaranteed. There are special puffs, too, known as men's powder-puffs, and, while they provide far and away the best means of applying powder, men rather shy away from them in favour of the good old Turkish towel to rub the powder on and off with.

Perhaps the most vulnerable point in a man's attitude in this whole matter is the hair upon his head. There, he feels, is something he doesn't want to lose and which he can feel sensibly proud of keeping well-groomed. Thus, more often than not, he scrubs his head every time he takes a shower (about the worst thing he can do for it), tries anything on it that any one recommends, and plasters his hair down with goo. As to the stuff that he puts on it, he will do much better (unless he has some definite scalp ailment that needs special treatment) to limit himself to one of the excellent preparations that are made to-day to serve the double purpose of stimulating the scalp and grooming the hair. These tonics benefit the scalp, but also have a sufficient oil content to make the average hair lie down and behave. If his hair is the occasional unruly type that refuses to be controlled by such methods, he can use a

special grooming preparation after the shampoo, but only then, since there should be no more larding down of the hair than is absolutely necessary.

He shouldn't shampoo his hair more than once a week (no one should), and then he will find that fine castile soap is one of the best things he can use. A good massage with the scalp stimulant will make each shampoo just twice as beneficial. All the well-established hair treatment places have a huge masculine clientele, and one such place in New York has made fortunes treating no one but men. Only a bit of mental suggestion is needed to get a gentleman into this excellent habit of scalp treatments, and Vogue knows dozens of good places to suggest.

Since practically all the men in the world shower instead of tub (and regard so doing with an air of naïveté, but eternal superiority), they are automatically deprived of the bath salts that make the tub such a pleasant place to be in. But, every so often, there comes a time when a real soak in hot water is what tired muscles demand or physicians prescribe, and then the pine-needle preparations that have a remarkable way of stimulating and refreshing are a grand measure. Men like powder after their bath, but again their unfriendliness towards puffs makes them use it mostly from tins. One student of these matters has suggested that if women would adopt the swan's-down puff once and for all as their (Continued on page 71)



# Radically new

most important improvement in sanitary protection  
since the invention of Kotex itself in 1920

## the new Phantom★ Kotex

SANITARY NAPKIN  
(U. S. Pat. No. 1,857,854)

Re-designed to end all fear of revealing  
outlines, no matter how close-fitting the  
gown, how filmy the silks you wear.

AT LAST! A radically new  
design in sanitary protection.  
You are scarcely aware that you  
have it on. Made, of course,  
by Kotex—originators of the  
modern sanitary napkin.

It is called PHANTOM★  
KOTEX. Why? Because the  
ends are so flattened and tapered  
that it leaves no revealing  
outlines under the closest  
fitting of gowns. Not the  
slightest bulk is suggested  
even under the filmiest of  
summer silks.

Remember how often an  
evening has been spoiled be-  
cause of your discomfort? Self-  
consciousness? That feeling  
of a supposedly smooth-fitting  
frock marred by revealing  
outlines! That's unnecessary  
now! The new PHANTOM KOTEX  
sanitary napkins fit smoothly,  
perfectly, inconspicuously.

And for those who require  
extra protection, Super Phantom  
Kotex is perfect. Despite the  
extra protective surface, ends  
are so skilfully flattened and  
tapered as to be completely  
inconspicuous.

**Kotex features retained**  
The special Kotex features  
you have always appreciated  
are retained, of course.

It is so soft even after  
hours of use; wonderfully  
absorbent; can be worn, with  
equal protection, on either  
side; disposable, easily.

More than 24 million  
Kotex pads were used in hos-  
pitals alone last year.

Ask for the new PHANTOM  
KOTEX today. Try it. That's  
the only way you can realize  
what a difference it makes.  
Insist upon getting genuine  
Kotex, when you buy it al-  
ready wrapped. Each tapered  
end of the new pad is stamped  
"Kotex" now—so you can't  
get inferior substitutes.

Kotex prices are today the  
lowest in Kotex history. This  
new improvement comes to  
you at no increase in price.

All dealers have the new  
PHANTOM KOTEX. In vend-  
ing cabinets, too, through  
West Disinfecting Company.  
Kotex Company, Chicago.

The new Kotex is called  
**PHANTOM★ KOTEX**  
because—you scarcely  
realize you are  
wearing it!

**No revealing outlines**—The  
new PHANTOM KOTEX is  
flattened and tapered so that  
ends are completely incon-  
spicuous.

**Greater security**—The  
smooth, snug fit gives greater  
wearing ease than you've ever  
before experienced.

**Lastingly soft—disposable**—  
The same softness and absor-  
bency for which Kotex is  
famous. Disposable always.

**New Kotex Belt, narrow, ad-  
justable, only 35c**—Wear it  
with the new PHANTOM  
KOTEX. The combination  
makes for complete ease,  
for completely inconspicu-  
ous protection.



To ease  
the task of  
enlightenment

This message is sent to  
parents and guardians  
in a spirit of con-  
structive helpfulness.

THIS year—some five  
million young girls be-  
tween the ages of 10 and 14  
will face one of the most try-  
ing situations in all the years  
of young womanhood.

This year—some five mil-  
lion mothers will face the  
most difficult task of mother-  
hood.

Thousands of these moth-  
ers will sit down in quiet  
rooms—and from that in-  
timacy so characteristic of  
today's mother and daughter  
—there will result that un-  
derstanding so vital to the  
daughter of today—the wife  
and mother of tomorrow.

There will be other thou-  
sands of mothers—courage-  
ous—intimate in all things  
but this. There will be thou-  
sands too timid to meet this  
problem—and it will pass—  
but with what possible un-  
happiness . . . what heart-  
breaking experience.

To free this task of en-  
lightenment from the slight-  
est embarrassment—the  
Kotex Company has had  
prepared an intimate little  
chat between mother and  
daughter. It is called "Mar-  
jorie May's Twelfth Birth-  
day."

In this book—the subject  
has been covered completely  
. . . in simple understand-  
able form. It is accompanied  
by a simple plan affording  
the child complete privacy.

To secure a copy without  
cost or slightest obligation,  
parents or guardians may fill  
in and mail the coupon below.  
It will come to you in a plain  
envelope.

Mary Pauline Callender  
Room 2155  
180 N. Michigan Avenue, Chicago, Ill.  
Please send me a copy of "Marjorie  
May's Twelfth Birthday."

Signed \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

NOTE! Kotex—now at your dealer's—marked "Form-Fitting"  
is the new Phantom★ Kotex.



A *NEW* CIGARETTE,  
FOR GENTLEFOLK, MADE WITH *DILIGENT*  
*CARE* FROM RAREST, FINE TOBACCOS



We respectfully submit for the approval of our fellow citizens in this township, a new cigarette

# TALLY-HO

generously packed & turned in oval shape  
for greater coolness & longer burning.



A convenient box of 10 (with *amber* tips  
to protect the lips) for 10 pennies.

A flat packet of 20 for Twenty pennies  
(PLAIN TIPS)

Look for the TALLY-HO on the packet

*P. Lorillard Company Inc.* Established 1760

© P. Lorillard Co., Inc.

## COUTURIER DESIGNS IN REVERSE



At the top are back views of the dresses on page 52. No. 184 designed in sizes 12 to 20; 30 to 38. Nos. 181 and 185, 14 to 20, 32 to 38

The lower row shows the models on page 53 in reverse. No. 186 is designed in sizes 34 to 42. Nos. 182 and 183 designed in sizes 32 to 40

FROCK No. 184—Here you can see how this wool dress looks without the bolero on page 52. Designed for sizes 12 to 20 or 30 to 38

## DESPERATION BEFORE DINNER

(CONTINUED FROM PAGE 32)

down into the trough after the lobster could be given a fillip by the discovery that Blankeley's man can tell us all about the shooting which he witnessed in McGilligan's speakeasy.

How would the ranks be supplied? Why couldn't the emigration quotas of the Latin countries be enlarged to include special groups of young men—with or without titles? "Extra Men," as it were, "Common and Preferred." Or what about groups of internes from the hospitals on their evenings off? They would provide such intelligent listening when we feel the urge to discuss our operations. And what about all the divine young men that you see in banks and brokerage offices when you venture into the neighbourhood of Wall Street? The stag line at debutante parties does not swallow them *all*. Too many of them lack the vacuous countenance that has become familiar to us over

the heads of dancing daughters. What becomes of the really attractive ones after six o'clock? Are they locked up in the vaults along with the other valuables?

Well, whatever you may think of it, there is at least this to be said for such an innovation: it might wake up the somnolent Bachelors who are now our only resort. After all, it isn't surprising that they feel no necessity to be punctilious. Why should they make any effort? We've got to ask them. They can keep us on tenter-hooks for days and leave us hung up at the eleventh hour as much as they want, and we can't be disagreeable about it, because we're going to have to ask them again the week after next and again the week after that. Nothing much is expected of them, except to come. Without some sort of competition, is it any wonder that the Odd Man is very odd indeed?

Vogue will be glad to send you upon request a booklet, "Give Beauty a Hand," which discusses the care and beautifying of the hands, arms, and finger-nails. Address Vogue's Beauty Editor, Graybar Building, Lexington Avenue at Forty-Third Street, New York City

A reflection . . . a symbol of good taste afloat or ashore. This dry, very dry ginger ale has piquant personality all its own.

### CLICQUOT CLUB SEC



# Orange juice to build teeth, Mother ... and Pepsodent to keep them safe!

*It's not so difficult to have strong, healthy teeth so modern science tells us. Just observe 3 simple rules.*

THE rules for healthy teeth and healthy children are much the same. Feed them for sturdiness. Protect them from the causes of disease. When they are sick summon your physician.

## *Teeth also must be fed*

Minerals and vitamins make teeth strong and hard; more resistant to the enemies that cause decay. Therefore start with the diet to have strong healthy teeth. The foods pictured below are highly beneficial.

## *Teeth must be protected*

But diet alone is not complete protection. In the mouth are elements that combine and form a coating on teeth called *bacterial plaque* or film. Gelatin-like it sticks stubbornly to teeth . . . and absorbs ugly stains from food and smoking. This film is laden with germs—acid-producing germs—that dissolve tooth enamel. Then they attack the softer part beneath and finally reach the nerve. Protecting teeth means removing film—for film is the source of more tooth trouble than any other single thing.

The film-removing power of Pepsodent is unique—made possible by a newly discovered cleansing and polishing material. This remarkable material is contained in Pepsodent exclusively and in no other toothpaste on the market. As it removes film this new material polishes the enamel to high brilliance. More important still, it is safer—*safer* because it's two times *softer* than the polishing material commonly used in toothpastes. Safe even for infant's teeth and tender gums.

## *Seek dental advice*

Teeth when sick must be treated and repaired, not by a toothpaste or yourself, but by your dentist. Often teeth require attention without giving any signs. Therefore, make it a standard practice to see your dentist periodically. Follow these three rules and keep teeth healthy all through life.

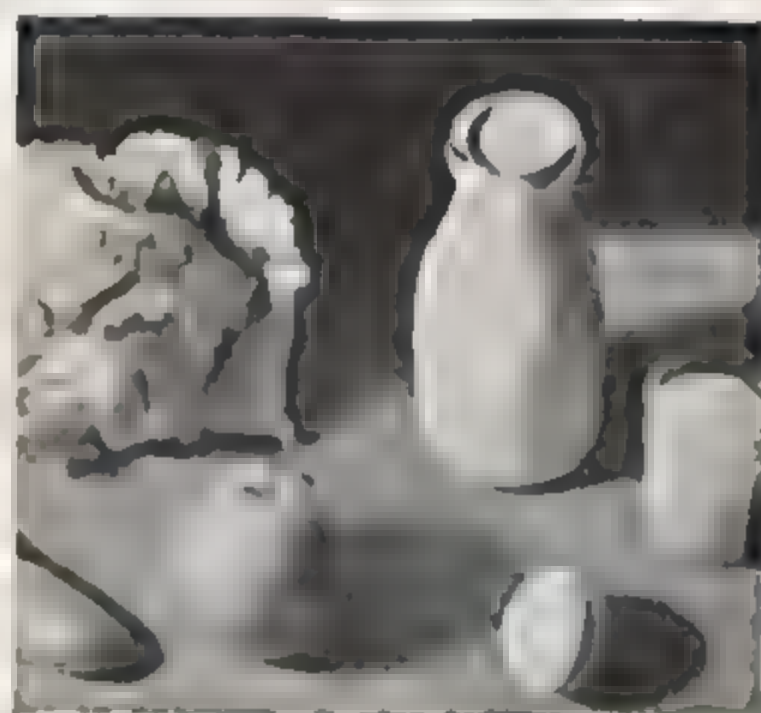
## IN NO OTHER TOOTHPASTE

Only Pepsodent Toothpaste contains this newly discovered cleansing and polishing material—twice as *soft*, twice as *safe*. Even the process of its manufacture is kept a carefully guarded secret.

**1. Remove film**—use Pepsodent Toothpaste every morning and every night.

**2. Eat these foods—**

one or two eggs, raw fruit, fresh vegetables, lettuce, cabbage or celery. One-half lemon with orange juice. One quart of milk, and other food to suit the taste.



**3. See your Dentist—**

at least twice a year. He can detect the beginning of trouble. He can stop it then at small expense and no discomfort.



*Amos 'n' Andy are brought to you by Pepsodent every night except Sunday over N. B. C. network*

**USE PEPSODENT TWICE A DAY—SEE YOUR DENTIST AT LEAST TWICE A YEAR**



## TREMENDOUS TRIFLES IN SMART SERVICE



So many details contribute to the smooth running of a household—details that seem trifling when they are well-ordered—details that seem tremendous when they have been overlooked.

That's why it is important to have them accurate . . . whether your establishment requires a whole platoon of servants marshalled by the perfect butler or is confined to the services of a single maid. That's why the editors of Vogue have taken such pains in creating Vogue's Book of Smart Service, a book that carefully covers the duties, demeanor, and dress of servants . . . correct service for breakfast trays, and luncheon, tea, and dinner tables . . . and diagrams of silver and china for every course from the oysters to the finger bowl . . . correct forms for letters of recommendation, and for written orders to servants . . . hints on the care and cleaning of silver.

That's why you will delight in using Vogue's Book of Smart Service as a practical and stimulating guide-book to the smoothly-running home.

Perhaps you would like several copies—one for your own reference, and one for each of your servants. The price is but one dollar the copy.

## VOGUE'S BOOK OF SMART SERVICE

90 PAGES • ILLUSTRATED • \$1 POSTPAID

VOGUE, Graybar Building, Lexington at 43rd, New York City

Enclosed find \$\_\_\_\_\_ for \_\_\_\_\_ copies of Vogue's Book of Smart Service. (\$1 per copy.)

NAME \_\_\_\_\_

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CITY \_\_\_\_\_

STATE \_\_\_\_\_

VM-7-15-32



ROTOFOTOS

Two New Yorkers off to join the American summer colony in Europe—Mr. and Mrs. Robert L. Stevens, who are sailing on the "S. S. Bremen"

## H E R E A N D A B R O A D

(CONTINUED FROM PAGE 34)

commuting boat makes all of forty knots.

Some one finally got a ticket for me to the Seabury versus Jimmie Walker battle, which couldn't have been more exciting. It was boiling hot, but, here and there in the crowd, you could spot oases, like Mona Williams looking very Chanel and cool all in grey with a white hat. Clare Boothe Brokaw had on a nice print, blue-and-white, and I could just see the head of Mrs. Allan Ryan. I don't remember what she wore, but it doesn't matter. She would look divine in mattress ticking.

The sale at Knoedler's for the benefit of those unfortunate architect draughtsmen who are out of work was a great success. I must say for Dorothy Draper that, when she takes hold of a thing, she pulls it off. Everything she runs, goes. "What do you do with your spare time?" read the sign over the door. Within was an exhibition showing what all our best architects do with their odd moments. The exhibitions ranged from caricatures by Mons Tvede to a beautiful stuffed skunk donated by Mott Schmidt. Raymond Hood contributed a doll's bed (he sleeps in his spare time). Cass Gilbert lent his Beaux Arts Ball Chrysler costume, Pleasants Pennington his fluttering white doves in a vast bamboo cage, and so forth. On the opening day, drinks were served from a hot-dog wagon. Things reached such a pitch of bonhomie that late, late, when we all should have been dressing for dinner, we did square dances in one of the back rooms, and then, at the end, I hear that Dorothy Draper scooped up the last lot of dancers and carried them off to the Coq Rouge for dinner and then to the River Club for a swim.

The Casino in Central Park is the place to go. To-morrow, it may be

somewhere else, but it is the most attractive spot in New York just now, bar none. Among the attractions are Georges Metaxa, of "Cat and Fiddle" fame, who sings very well, and Yolanda and Veloz, who dance very well indeed. The sprinklers spray the glass roof from outside, so that the ceiling over your head is cool and trickling, like a Paris florist's window. The crowd is mixed, but that is fun in summer, and you can always see there some one who is famous and some one who is remarkably pretty and some one you know. I saw Lois Moran there one night, looking fresh as a daisy after having rested all the last act of "Of Thee I Sing" in that comfortable double bed. She looks much prettier off-stage than on.

The new "Show Boat" has started every one rehumming the tunes. Paul Robeson sings "Old Man River" as it has never been sung before. Bob Benchley says that the reason every one likes it so much is because we were all so happy in 1928 when it came out, and it kind of reminds us. . . .

I take off my hat to these anti-prohibition workers. They have really worked, and it is no fun to pass a box for nickels through the Yankee Stadium, having to listen to nine out of ten of the men you approach pull off the same crack, like, "Listen, sister, I don't give you no money; I'm a bootlegger." Miss Harriet Barnum worked so hard that she had to go to the Hospital for the Ruptured and Crippled (with a sore foot). Many of the girls suddenly found themselves making speeches in front of the Public Library, never having said Boo to a cat before, and, although some of them proved not to be golden-tongued, others actually orated. I heard Mrs. Christian Holmes doing very well one day, and Jane Cheney Spock drew crowds and (Continued on page 71)



**AN UNADORNED STATEMENT OF THE  
COSMETIC LAWS WHICH GOVERN  
THE WORLD OF BEAUTY**

Beauty is inherent in all women. By the proper use of the essential cosmetics, latent beauty can always be brought to light. Cosmetics which are correctly prepared and properly used can emphasize every woman's individuality and raise the development of personal beauty from the realm of guesswork to the level of an art.

*Carl Thues.*

It is strange that, although cosmetics have been used for thousands of years, few people understand the simple laws which underlie their purpose and use. Without this understanding, no woman can care for her face intelligently—nor be certain that she is making herself as beautiful as it is possible for her to be.

Here is the common-sense thinking which led to the discovery of these laws. Let us forget women's complexions for a moment and consider another kind of natural beauty.

There are thousands of different kinds of wood. No two have the same grain and texture, yet all are beautiful when "finished" by the correct process, *which is the same for all*. There are millions of women. No two faces have the same texture. Yet all can be beautiful when "finished" by the correct process—*which is the same for all*.

**ONE FOR ALL**

Any expert wood finisher can bring out the individual beauty in a thousand different woods, by employing *identical* processes and materials. An expert cosmetician should, fearlessly, welcome the opportunity to bring out the latent individual beauty of a thousand women, using *an identical process and identical materials on each*.

**A REVOLUTIONARY IDEA**

At first, this idea may seem revolutionary. But, once you realize that cosmetics are governed by these laws, you will find doubt replaced by certainty when you put the idea into practice.

For a perfect complexion, you need health, correct weight, and freedom from skin blemishes. These are the province of the physician. In addition to these, cosmetics must be allowed to have their proper effect upon the skin.

Let us pursue, a bit further, the comparison between a piece of fine wood and a woman's skin.

As the finisher treats the wood in four important operations, just so must you give your face one, two, three, four steps to beauty.

**STEP ONE**

For a perfect make-up, your face must be thoroughly cleansed. For this most important first step, you use Armand Cleansing Cream, because it has a unique double action. It is made from pure medicinal oil and freshly

distilled water, creamed with sun-bleached white beeswax and chemically pure borax.

Your skin carries two kinds of dirt: one dissolves in water, the other does not. The soluble dirt is caused by perspiration and the living processes of your body. The other dirt is from the make-up and dust which accumulate during the day. The *water* in Armand Cleansing Cream dissolves the soluble dirt. The *oil* loosens and removes the insoluble dirt.

Is Armand Cleansing Cream good for normal, dry, and oily skins? Yes. It leaves the normal skin normal. From the oily skin, it dissolves excessive oil and, when removed, leaves the skin normal for some hours. To the dry skin, it adds some oil, making it normal for several hours. Thus, these twin cleansers, oil and water, give your skin a thorough double cleansing.

Blackheads and enlarged pores are the result of the clogging of pores by their own secretion. Have blackheads removed by a beauty operator, and keep them away by cleansing twice daily with Armand Cleansing Cream, and by massage. To reduce enlarged pores, daily massage with Armand Skin and Tissue Cream is needed in addition to the pore exercise which you get from the use of Cleansing Cream and Astringent.

**STEP TWO**

When the finisher cleans the wood, this opens the grain; and, when you cleanse your face with cleansing cream, the pores are opened.

The finisher applies a filler to close the grain of his wood, and you apply an astringent to close the pores. You can close your pores by the use of ice, or very cold water, or—better for your skin—by a cooling astringent. Cleansing opens, and astringent closes—a pore that opens and closes is alive.

**STEP THREE**

The finisher finds that filling the wood raises the grain. Through a powerful microscope, you would find that astringent does the same thing to your skin. The finisher, therefore, now carefully smooths the wood; you must do the same to your skin. That's the reason you need a foundation cream. This last smoothing process is the magic touch that gives the wood its perfect finish. The careful application of your foundation cream brings out your individual beauty in all its perfection.

By the use of Armand Foundation Cream, applying a little lightly, covering your face completely, and then removing every trace of it, you will have a perfect base for your powder. When you wipe the surplus cream away, just enough remains on the skin to continue the smoothing and softening process and to cause your powder to blend perfectly.

**INTERLUDE**

If the finisher of wood wishes to add color, he stains the wood before filling. If you need more color, now is the time for rouge—cream

rouge. (Dry rouge should always be applied *after* powder.) Natural color in your cheeks is caused by the blood coming to the surface. If you are pale and fair, you have the color of blood showing through a pale fair skin. If you are dark or tanned, your color is caused by blood showing through a dark or tan skin. Therefore, Armand Cream Rouge, which is true blood color, will blend perfectly with every complexion.

Cream Rouge is easy to apply if you use Armand Foundation Cream, or if you apply just a touch of any good cream to your skin before you use the rouge.

The true color of your lips is also blood color, so that everything which applies to rouge also applies to lipstick. In addition to being the right color, your lipstick, however, must be permanent and "wear-proof." After powdering, put on Armand Lipstick for lastingly lovely lips.

**STEP FOUR**

Our wood finisher has now cleansed, filled, and smoothed the wood. You have cleansed your face, closed the pores, smoothed the skin. The wood may be light or dark, red, gray, or any one of a hundred shades. You may be blonde, brunette, medium, or auburn.

Does the wood finisher mix a separate finish to match the color of each wood? He does not. The beauty is *in the wood*, and he will take one—just one—transparent finish and use it on any or all of his woods.

Here you are, you and a thousand other women, with every type and shade of skin. You have taken your three steps to beauty, and, up to this point, everything has been perfect—everything has worked with mechanical precision. Now comes the big test. One perfect finish is right for all woods—is it possible that the same principle can apply to a thousand faces?

Let us ask every woman to use one transparent finish, instead of trying to concoct a finish to match each face. This single finish must show every woman's inherent beauty—it must be characteristic of the woman it adorns. It must be, therefore, the one perfect, transparent finish—**SYMPHONIE POWDER**.

**SYMPHONIE** is a new cosmetic that looks different and acts differently from every other face powder. It goes on like a light powder and stays on like a heavy one. You can not make it cake. It actually endows your skin with a new, translucent clarity—a beauty that is the heart's desire of every woman.

You now know just which cosmetics you need and why you need them. Make this your shopping list:

Armand Cleansing Cream	50c & \$1.00
Armand Patter for Massage	50c
Armand Astringent	50c & \$1.00
Armand Foundation Cream	50c & \$1.00
Armand Skin & Tissue Cream	50c & \$1.00
Armand Cream Rouge	50c
Armand Lipstick	\$1.00 (refills 50c)
SYMPHONIE Powder	\$1.00

For \$5.00 you can own and use all the essential cosmetics—and beauty will always be at your command.



## TO BRIDGE THE SUMMER-AUTUMN GAP

## S H O P - H O U N D

(CONTINUED FROM PAGE 54)



SUIT No. S3583—This three-piece suit of soft smooth woollen has a jersey blouse with an attached scarf. The tab closing is novel. Designed for sizes 32 to 40

ENSEMBLE No. S3584—Included are a wool top-coat and a two-piece dress with a mink-trimmed bodice, buttoning down the front. Designed for sizes 32 to 40

FROCK No. 6059—Observe the new collar on this wrap-around, "Easy-to-Make" dress of heavy sheer crêpe, with set-in sleeves. Designed for sizes 34 to 48

FROCK No. 6060—Remove the bib and cuffs of this "Easy-to-Make" dress, add a flower or two, and it's an afternoon dress. Designed for sizes 32 to 42"

FROCK No. 6061—This "Easy-to-Make" crêpe dress can be adapted for day or night. Guimpes are chic both times—and very new. Designed for sizes 32 to 40

by coming out with a line of cellophane hand-bags. These are made in practically all colours and are neat, conservative envelopes, and they have a variety of chic, such as one dark blue one with a broad silver mesh strap and buckle. They are very practical, durable, and make people stare when you tell them. Also at the Fifty-Sixth Street Emporium: another sprouting of that linen-slip-cover-for-bags trend I told you about, this time very beautiful linen with fine embroidery, obtainable in pretty nearly any colour that you may want, and a joy to the heart of those who like to look spandy-clean all the time.

• Elizabeth Arden is about as complete a symbol for looking lovely as we've got, and so I do not doubt me that it would interest you ladies to know where Miss Arden buys her clothes. Pull out your pencils; it is a shop called the Bernadith Importing Company, on East Fifty-Fourth Street. I went around to see what I could see and came away with the following notes for your benefit. 1. Divine black net evening dress, simple as all get-out; round cape puts on over head, wear it or not according to taste, all this for under \$60. 2. Little print dresses by the several, neighbourhood of \$25, black and white with flame coloured insertion at waist my favourite. 3. Another black net evening dress that is too beguiling, has lace-edged frill around low neck as in extreme youth, more frills below waist and at hem, mounting to Victorian peak above *derrière*, also made in a lovely printed chiffon. 4. Black crêpe day dress with short full sleeves and round white buttons from neck to waist—Something. 5. Lots of simple crêpe golf dresses with lovely work on them. All the clothes at this shop are original designs. This Fifty-Fourth Street shop is really by way of being a great discovery—both for you and for me.

• Kargère has some dresses for *la jeune fille* that would make great fat tears run down the face of a hardened roué. They are organdie dresses, divinely embroidered all over in plain white, with sweet little scalloping around the neck and arms. A ribbon sash, in any colour you like, ties around the waist. But it is the prodigal elegance with which the hand-embroidery covers the dress that gives it charm and brings back things you've read about young girls at imperial pre-War courts. These, then, are enough to melt a heart of stone. They cost around \$55.

• If you want to keep up your reputation for being right on the trigger with intelligence and bright ideas, you will betake your body to a building on Madison Avenue, walk up three flights of stairs, and sink into a deep chair within the premises of Robert Dudley, American hat designer. He is one of those wonderful young people who have realized that the French climate is nothing like the American climate, the French face something quite else again from the American, and is capitalizing on his vision. He knows, for instance, that an American

summer is just not worth living through without a big hat to protect your visage, and so many of his brain-children take the form of big, shadowy hats. He doesn't try to convince you that you must wear a plush turban out in the midday sun because Madame Thingummy in Paris has one—he just provides you with what you really need and makes it look nice into the bargain. He has a great flair for line and for tying little bows at the psychological angle. His black-and-white checked turban and scarf would cut a swath no matter where you wore them.

Mr. Dudley has also something of a genius for using preposterous materials, like ordinary bandanna cotton and braided piqué and upholstery cord for his hats, and having them look really lovely. Of the big hats that made such an impression on your correspondent, one with a black satin crown and broad black straw brim would be perfect to wear with thin black crêpe dresses in town in summer. This hat has white violets in artless clusters at the back, pretty fascinating. It seems to me that young blood like Mr. Dudley is just what is needed to put into the well-worn field of dress, what I may, in the deplorable language of our day, call a wallop.

• There are a few things that it's as much as your life's worth to find. One of them is a good night's sleep; another is an honest politician, and the third and probably the rarest is a good brassière. I mean a really perfect one, according to our modern, anti-boyish ideas. However, although rare, there are such things, and I in the past have reported the important discoveries. The most recent balm in Gilead is a brassière made by the Shirley-Maxwell people and called "Her Secret," no less. It is extremely uplifting in character and is made of every imaginable material, in a range from under \$2 to over \$12, so you can have the exact degree of grandeur you wish. Although the general effect and affect is the same, this brassière is made in different styles adapted to the various kinds of boozoms there are in this world. It is an exceptionally good little article, and my advice is to go immediately to Jay-Thorp's for it.

• In the mad search for summer shoes for all you daughters of the horse-leech, I came across some called Dorothy Dodd shoes, which seem to fill the bill with a certain chic. They are all pretty inexpensive, although you would never know it to look at them, costing a variety of prices under \$9. The models I thought you might be interested in are: a white pump of a rough cloth, called marcella cloth, that looks like linen, trimmed with a little white kid, plain as plain. Another white pump, of kid, had the toe cut in the design of a sandal toe, smart as smart. Then, there is a white buck Oxford with simple perforations, which is a hard thing to find when you want it. And another Oxford of white eyelet cloth with trimming in brown calf. I don't think you could possibly do better by your summer than with these Dorothy Dodd shoes.



Recent photograph by Preston Duncan, Hollywood



Recent photograph by Russell Ball, Hollywood



Recent photograph by Nickolas Muray, New York



"I'M

20"

*Jean Harlow*

"I'M

30"

*Viola Dana*

"I'M OVER

40"

*Alla Nazimova*

Screen Stars  
keep the  
 charm of  
 YOUTH

SCREEN STARS know how important it is to *keep* youthful charm. So they begin very early to give their lovely complexions zealous regular care.

Jean Harlow, delightful young star, says: "I learned Hollywood's secret and started using Lux Toilet Soap my first day in the studio."

Lovelier than ever at 30, Viola Dana says: "I use Lux Toilet Soap regularly to keep my skin at its very best."

And the glamorous Nazimova, for so long an idol of the stage and screen, can well say: "It is easy to be lovely at sixteen or seventeen, but to be still lovelier at

thirty, at forty, and over . . . well, that is easy, too, if a woman is wise. Very few actresses look their age. Like me, they take care of their complexions with Lux Toilet Soap. It's a marvel, that soap. For years I've used it."

*9 out of 10 Screen Stars use it*

Of the 694 important Hollywood actresses, including all stars, 686 use Lux Toilet Soap regularly and all the big film studios have designated this fragrant white soap as their official soap. So gentle—so exceptionally *white* that no other soap can rival it. Surely you will want to try it!

# LUX Toilet Soap—10¢



## How to select Your sports Footwear

Sportswomen of discrimination agree that correct footwear is the most essential part of the sports costume. They insist that it should be selected with extreme care and that it must conform with the following three dominating factors of sport shoe design.

### COMFORTABLE



It must, above all, be comfortable. There is nothing that spoils your outdoor pleasures more quickly than uncomfortable sports footwear.

Allsports Genuine Moccasin of Smoked Elk, Leather Heel, non-skid Sport Sole. Also made in Oxford Pattern of Brown and White or all Brown Leathers.

### PRACTICAL



It must be practical, adapted to the sport for which it is to be worn—built to stand the strain of the game and to give proper support to the muscles and bones of the feet.

The Choice of Champions—the famous Sportocasin for serious golf. Available in Black and White or Brown and White Imported Leathers.

### GOOD-LOOKING

~IN KEEPING WITH THE FASHIONS OF THE DAY~

## SPORTOCASINS FOR SMART WOMEN

Sportocasins fulfill each and every one of these requirements. They are **GENUINE MOCCASINS**—the most comfortable of all footwear—built for sports wear by experts, over scientifically designed lasts from patterns that authentically interpret correct style.

You will play your best and look your best if your feet are dressed in Sportocasins for Smart Women. Allsports grades from \$6.50—Sportocasin grades from \$9.00.

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## EMERGENCIES

(CONTINUED FROM PAGE 27)

**EMERGENCY No. IV.:** You have been to a vile party, with dull food. As you leave, your husband—who has found the drinks better than the food—invites a dozen or so fellow-sufferers to come back to the house for something to eat. The servants are in bed—what will you give your guests?

**SOLUTION:** Beer (legal), and a cheese board full of cheeses, with Butter Puffs (split and stuck in the oven for one minute), and pumpernickel out of a tin, to spread them on. If something has happened to your cheese board, pull the bread-board out of the kitchen cabinet and use that. The aristocrat among the cheeses is a pot of Cheddar, flavoured with port. From out the cheese jar (which is guaranteed to keep your cheeses moist and fresh) come Bel Paese, Gorgonzola, and Pont l'Évêque or Camembert, to give every taste a chance. Add Slim Jim pretzels, the huge, crisp Uneeda Biscuit kind (one hostess has a stick, a remnant of a ring-toss game, that she uses as a pretzel stick, which is fun), and Heinz crisp cucumber pickles. Put out plenty of eggs for those who will inevitably feel the cooking urge, and open a can of lobster meat, put up by Burnham and Morrill (which tastes as though it just came out of a lobster claw), for the epicurean delights of scrambled eggs and lobster.

**EMERGENCY No. V.:** You have asked six people to lunch. One calls up and asks if she can bring an extra man. Some friends motoring by stop in, and you urge them to stay. And, on top of this, your son calls to announce his arrival with three college friends. All of which makes the party, which started out to be eight, total fifteen. What can you do?

**SOLUTION:** Change your plan of action and have a buffet meal instead of a sit-down lunch. If melon were the first course, have the original sections cut in half, and then provide an alternate in the form of a superb clam-juice cocktail that comes already mixed with tomato-juice and sherry. Put this on in a shaker at the last minute, and let people pour their own.

Squabs, intended as the original pièce de résistance, are quietly withdrawn at the last telephone call, and down from the pantry shelf come tins of shad roe to be cooked in a casserole and fondly believed by the guests to be fresh, and Fortnum and Mason's galantine of tongue and chicken, together with those whole hams that have such a pleasant way of belying their tinned origin. The fresh asparagus, which was to have accompanied the squab, is supplemented by the Sweetheart variety that comes from a tin (a daring experiment, but it works) and served ice-cold, on a huge platter, in a bed of lettuce that was to have been the original green salad, with vinaigrette dressing. The dessert, a compote of fresh fruits, which could not be combined with anything to stretch sufficiently, becomes *two* compotes, giving the guests the illusion of unlimited

plenty. The second compote is made of Freshpak prunes (taste like fresh plums) and Raymond black cherries, with a big dash of cooking brandy. Or, perhaps your cook is a genius who can turn out last-minute pastry without getting ruffled and will transform the original raspberries and peaches into the requisite number of individual fresh fruit tarts.

**EMERGENCY No. VI.:** You find that most of the guests at a house-party are coming back to town on the same train on Sunday, so you ask them to supper and wire the dependable Helga, who is holding down the house, to plan for nine instead of two. When you get there, the cupboard, while not bare, is lacking the dependable Helga, who (for the purposes of this story) has gone to see a sick aunt. What do you do?

**SOLUTION:** You instruct your husband to provide a flock of cocktails and produce arrares, anchovy-stuffed Spanish olives (Gristede), and a tin of the new Fortnum and Mason fish biscuits to go with them. You start kitchen activities with the Boston bean pot which you should have to make this solution a success, because it gives the illusion of having been cooking in your oven for hours. Into it go as many tins of Heinz grand Boston Baked beans as it will hold. With these, have Boston brown bread made by Friend Brothers, the kind that comes out of its tin marvellously fresh and moist.

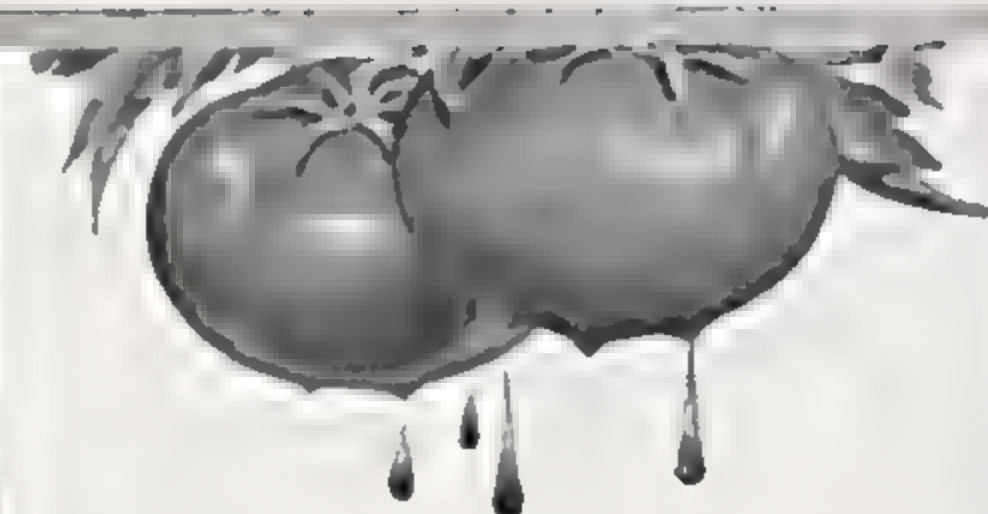
If you haven't the makings of the bean pot, you can provide an elegant dish of Prudence corned-beef hash. Put poached eggs on it, if you have time, but be sure the hash is well browned all over, and serve Heinz beefsteak sauce on the side. Hot buttermilk biscuits will make you a wonder woman in the eyes of your guests, who don't have to know that they came ready-to-bake out of a tin.

If you happen to be a hostess with a gift for whipping up things at a moment's notice, fill a ring mould, or two moulds, with popover dough (a pet emergency stunt practised by Alfred Lunt) and in the centre heap scrambled eggs and tomatoes or Elmwood Farm's already prepared chicken à la king. If you use the chicken, arrange half-circles of clear red Ocean Spray cranberry jelly around the platter, making something pretty grand looking, as well as good.

With any of these hot dishes have those de luxe little Derby tongues in jelly, and Crosse and Blackwell's pickled walnuts. For dessert, figs and cream or Bar-le-Duc or guava paste and cream cheese.

**EMERGENCY No. VII.:** Your husband's Aunt Nettie, having missed every possible train, reaches your house at midnight, arrived, bless her heart, by airplane. Just a little hot soup is all she will have.

**SOLUTION:** You fall upon the Bovril, rejoicing, providing her with an excellent cup of soup, in the time it takes water to boil, accompanied by Peterson's Milk wafers.



## ONLY HEINZ can pack THIS Tomato Juice



ONE OF THE  
**57**

**NATURALLY**, you'd expect finer tomato juice from Heinz. For Heinz selects pedigreed seed, raises prize tomato plants in Heinz greenhouses and distributes them to growers.

Thus Heinz has first choice of prime "top of the crop" tomatoes—big, handsome specimens, sun-ripened on the vine. Picked and pressed in a single day, they give matchless zest and wholesomeness to Heinz Tomato Juice.

Pure, unadulterated, nothing is added to this tempting, natural beverage but a tiny pinch of salt. Serve it regularly at your table. Ask your grocer for Heinz Tomato Juice in convenient glass containers.

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Ever eat a tomato right  
off the vine? . . . that's

## HEINZ Tomato Juice



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If you are accustomed to making your clothes or having them made, you know that there are patterns and patterns. The better the pattern, the better the dress.

You spend many dollars on your materials. Is it not good economy to spend a few extra pennies for your pattern? Vogue Patterns are a bit more expensive—and a lot more economical. Those few extra cents constitute style-insurance, without which even finest fabric and skillful sewing count for nothing. It takes a Vogue Pattern to make a "Vogue" dress.

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The May Co.,  
The A. T. Lewis &  
Son Dry Goods Co.

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Goods Company

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Morrison-Sullivan  
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CHAMPAIGN  
G. C. Willis

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and Company,  
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Company  
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Foley Brothers Dry  
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Southwick Co.,  
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29 King St., West,  
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Limited, 149-157  
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Stores Limited, 17  
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## THE LONDON SEASON

(CONTINUED FROM PAGE 18)

are willing to be taught is a hopeful sign. And this movement has elevated the former musical devotees into giants on a pedestal of supreme importance. Miss Olga Lynn, the chief musical impresario of London, has now become a Goddess, and it needs no stretch of the imagination to see the resemblance between her and Buddha, for Miss Lynn is definitely plump and stands under five foot in her court shoes.

The boundaries of the London Season are not confined to London, to the Mall, the Haymarket, Saint James's, Piccadilly, and Mayfair. The Season is not solely a matter of royal drawing-rooms and garden-parties, of the Royal Academy exhibition private view, with Lady Alexander annually outglorifying Solomon and begging the photographers to spare her as soon as they possibly can. "One more pose, that is really all you want now, surely!" It is not a matter only of lunches at the Ritz in the shade of the trees in the Green Park, with the unheard lobby music, the marble columns, the palms, and the one dismal goldfish in the pool, nor of the Café de Paris, which is so favoured since "co-responder" Harris and his band have arrived from the Embassy Club. Nor is it made up wholly of parties to see the German films at the Academy cinema, of the Chelsea Flower Show and picture exhibitions at Toothe's, of yawning in traffic jams in Bond Street, arriving late, leaving in a rush to change for dinner, or leaving without dinner to see the elaborate productions of "Casanova," "Helen," "The Du Barry," or the compassionate beauty of Lady Diana Duff Cooper in "The Miracle," at last shown in London, with Tilly Losch unforgettable as the Nun.

### HIGH LIGHTS OF THE SEASON

With this article, I am sending a few of the other faces that London is talking about this season, Americans many of them: Mrs. Maurice Flynn, who is Lady Astor's sister and was one of the beautiful Langhorns of Virginia (she subsequently became Mrs. Paul Phipps and then Mrs. Flynn); her daughter, Mrs. Grenfell; Lady Furness, who was one of the beautiful Morgan twins; and Mrs. Leo d'Erlanger, also an American.

The London Season is in progress in a thousand different spots. There are expeditions to the music festival at Leeds and Glastonbury; it is in progress, too, at Polesden, Lympne, at Ashby Saint Ledgers. It is in progress, temporarily, in cars heaped with tennis rackets, golf-clubs, and Vuitton trunks that will soon arrive at their destinations for the week-end. It is taking place at a picnic in the bluebell woods, and while a crowd of bathers are sprawling on the edge of a stream in a meadow, and when the new Sitwell books are being discussed. "Sachy was hauled over the coals by Ernest Newman for speaking slightly of Wagner in his book on Mozart." There is nothing but praise for Edith's "Bath" and Osbert's "Winters of My Content."

Strawberries and cream and tea after tennis are an intrinsic part of the ritual, as are hothouse rambler-rose trees, red-and-white striped awnings, photographer's petitions, cucumber sandwiches, white kid gloves, new shoes, and the country fêtes—which should be described, for they have been so carefully arranged.

The fête, of course, is to be given at the "big house." In high-pitched tones, the plotters confer.

"Should it be held on Whitsun bank holiday? That would draw the crowds." The calendar is produced.

"It might be safe then, the moon is right. It would be so disastrous if it rained."

### THE FÊTE COMES OFF

A myriad of arrangements are made. Tents are put up, flags flown, bunting looped. The gates of the house are open to the public at one p.m. The walking race commences at one-thirty and goes from the market-place to the park. There is a white elephant sale in the riding-school. Teas and refreshments at four p.m. A baby show at four-thirty. An ankle competition, a motor gymkhana, clay-pigeon shooting, boxing competitions, an historic pageant of Olde Englande, in which village beauties represent all the countries of the world, and an open-air whist drive. And in a tent behind a beaded curtain sits Madame Salonika, "the world's renowned palmist and clairvoyante," telling you what a mistake you made to jilt him, that the man at the moment is not the man for you, and to be prepared to receive a nice gift from a fair man across the water.

The Countess of Redlidge has arranged a "general stall" and is selling her rock-plants, wearing a large garden hat trimmed with black, pink, and crimson roses. Two dozen yokels pull in different directions at a large rope, for the tug-o-war competition; they slide and slip, their feet skid in the mud. The state rooms of the "big house" are open for 2/6, and the gaiety ends with dancing on the lawn and a grand display of Brock's Crystal Palace fireworks and "God Save the King."

### THE FINALE

The house-party, assembled for the occasion, mingle rather self-consciously with the throng and break the ice by being the first to shy at the coconuts and let captive balloons escape. They return later to dress for dinner. Dusk falls. While still in progress outside, the fête is discussed indoors.

"Everything has gone off admirably, considering. The lawn will be in ribbons where the dancing has taken place, but the rain kept off surprisingly well, considering the downpour in the morning and the weather report in the *Times*, so we must be thankful for small mercies."

Cars race back, the ladies string leis of cotton flowers around their necks, and every one reassembles at a sausage-and-mash party.

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.



HERE AND ABROAD

(CONTINUED FROM PAGE 64)

astonished every one who knew her by the power with which she did it, leaning earnestly forward and saying, "You *must* listen to what I have to say about prohibition."

Every time I ask a woman where she got that divine new sports dress, she says, "At Anne Alexandre's sale," meaning that sale at Mrs. Franklin's wholesale shop, to which Anne Alexandre asked all her friends. It was simply astounding how successfully it went off, amateur at the business as she was. She simply sent out cards, and every one came. Mary Parker Corning wears one of the hand-knit dresses, and Mrs. Nelson Slater looks divine in hers.

Last, but not least, I must mention

the germ of an idea which is sizzling in the minds of many on Long Island and will probably be in full flame by the time this thing gets printed. So many people are staying in town this summer and just going to the country for week-ends that the clubs are overfilled. You can hardly get a room at Piping Rock or the Woman's National. Every one's house is flowing over with week-end guests, and week-end guests are expensive. One popular man has rented a place at Sands Point and is frankly taking paying guests, and he has been so successful at it that it looks as if a great many other land-and-country house poor will follow suit. The English have been doing it for ages. Why not we? "HER"

THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 60)

own, then those of velours could become undisputed male property—a pleasant solution certainly, and now who will please pay for the swan's-down puffs?

The friction after his shower is something that any man revels in, rubbing eau de Cologne or toilet-water onto himself with the greatest vim and enthusiasm, and an alcohol rub is one of the most vivid forms of stimulation. Here is a pick-me-up for any gentleman drooping in spirits and vigour: put a few drops of eau de Cologne into the finest rubbing alcohol, then, with the skin still wet from the shower, saturate a sponge, which has first been wrung out in cool water, in the alcohol and rub for dear life—revival guaranteed! Well-groomed men use deodorants as a matter of course, choosing their preparations according to whether they wish to do away with perspiration odour or check the perspiration itself. But, even then, with hot American summers and heavy coats, shirt-sleeves have a way of wearing out under the arms, and many men have found a boon in a special imported undershirt designed to extend just under the arm and give protection to the outer shirt. These are expensive, but so are ruined shirts!

A point at which many a man balks

outright, but on which insistence should be brought to bear, is the matter of the manicure. Every man who can afford it should have a good professional manicure once a month. Don't think for a moment that that is set down in any expectation of its being carried out, but it is true, nevertheless. No polish, no nail white, no fancy business—but shaping of the nails—treating the cuticle, and a good bleaching underneath the nails, as a foundation for simple care in between times. A pair of clippers will take the part of the flexible file wielded so assiduously on feminine nails, and a blunt orangewood stick, a good nail-brush, and a cuticle remover will do the home work. And done it must be, for there is nothing more disillusioning than broken, blackened nails on an otherwise well set-up gentleman. Every sage knows that it is on such momentous minutiae that careers can be wrecked or love-affairs founded.

• Note: Upon receipt of a stamped, self-addressed envelope, Vogue will be delighted to send you the names of any preparations referred to in the article, and the address where they may be obtained. Please specify those in which you are interested. Address Vogue's Beauty Editor.

NOBLESSE OBLIGE

The Salvation Army appeals to you to do your share in relieving the mounting tide of distress that is sweeping over the country. Only by the immediate strengthening of all existing agencies can tragedy be averted. Funds are required—to maintain the Army's emergency activities until October first; to ensure the operation of the Army's services during the coming year; to help the unemployed. Gifts may be made payable to The Salvation Army, Inc., and sent to Mr. Guy Emerson, Treasurer, Room 500, 120 West Fourteenth Street, New York City

How to Order Vogue Patterns By Mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or from 532 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Canada.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

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## *"Fine! Let's telephone for rooms right now"*

WHEN the where-shall-we-spend-our-vacation conference is in progress, it saves a lot of time and trouble to telephone about rates and reservations right from your easy chair . . .

Or when you're tucked into bed and a rush call comes, it's infinitely simpler to pick up a telephone beside you than to dash downstairs to answer. When you're baking a pie, or bathing a baby, family crises can often be averted by having a telephone at hand. So telephones throughout

the house save steps and minutes, day and night.

Complete convenience can easily be provided. Let the local telephone company help you. They'll plan telephone arrangements to meet your individual needs. They'll explain the varied equipment available — portable instruments, intercommunicating systems, hand telephones, signal lights, special bells, etc. There is no charge whatever for this advisory service. Just call the Business Office.





# Beware Of Smoker's Teeth



## HOW DR. BÖST, CONDUCTING A SCIENTIFIC RESEARCH, DISCOVERED THE IDEAL TOOTH PASTE

THERE is an accepted saying, old as the hills, that "smoking is bad for the teeth." It is like saying "eating is bad for the health."

Both have their effect on the teeth. Eating certain foods has a discoloring tendency of one kind. Tobacco smoke has another. Millions of men and women of refinement are enjoying their smoking, selecting tobaccos and blends with real discrimination.

It is distinctly a polite habit, and a soothing one, of great comfort in these rapid-moving days.

Dr. Wm. Dale Böst, Doctor of Pharmacy and Pharmaceutical Chemist, who has achieved eminence in many lines, after discussing the matter with hundreds of smokers and manufacturers of cigarettes and cigars, determined to make a thorough laboratory research, and compound, if possible, a tooth paste which would cleanse and sweeten the mouth

after smoking and quickly and surely remove tobacco as well as all other stains and films. There was definite need of such a dentifrice.

It must do this by the gentlest methods, without abrasives or acids which would work injury to enamel or mouth membranes. Such a work, carried out successfully, he was assured, would be a priceless boon to smokers.

Concluding his research, Dr. Böst, discovered by exhaustive tests that he had been completely successful in producing:

- (1) A tooth paste which would readily remove the stain of tobacco, or any other organic substance, and even many inorganic stains.
- (2) A pure, wholesome tooth paste, free from any injurious ingredients whatever—a positive tooth preserver, beneficial to gums and membranes.
- (3) A counteractant for mouth acids and a breath sweetener—an ideal mouth cleanser.

### MAKE THIS STARTLING TEST!

Blow tobacco smoke through your handkerchief. It leaves a brown stain. Cover stain liberally with Böst Tooth Paste, then brush it briskly, and—the stain disappears!



### INTRODUCTORY OFFER

Send 10 cents for week's supply to Böst, Inc., Dept. V, 9 East 40th Street, New York.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
MY DRUGGIST IS \_\_\_\_\_



# DO YOU INHALE?



“Everybody’s  
doing it!”

7 out of 10 smokers inhale knowingly—  
the other 3 inhale unknowingly

DO you inhale? 7 out of 10 smokers *know* they inhale. The other 3 inhale without realizing it. Every smoker inhales — for every smoker breathes in some part of the smoke he or she draws out of a cigarette.

Do you inhale? Of course you do! Lucky Strike has dared to raise this vital question . . . because certain impurities concealed in even the finest, mildest tobacco leaves are

removed by Luckies’ famous purifying process. Luckies created that process. Only Luckies have it!

Do you inhale? More than 20,000 physicians, after Luckies had been furnished them for tests, *basing their opinions on their smoking experience*, stated that Luckies are less irritating to the throat than other cigarettes.

**“It’s toasted”**

Your Protection - against irritation - against cough



O. K. AMERICA

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